

**PEE WEE
HERMAN**

**CROCODILE
DUNDEE**

**TV'S
AMEN**

**DON MARTIN
IN THE MORGUE**

**BASE-
BALL**

No.
273
September
1987

MAD^{IND} [®]

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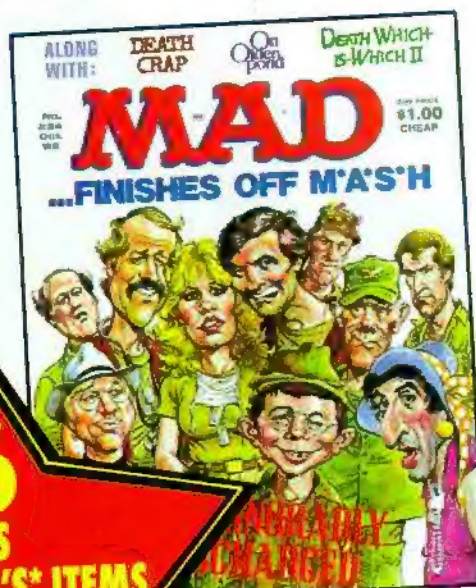
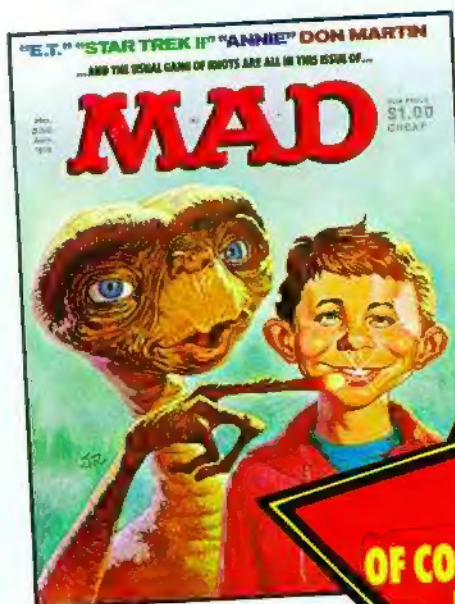
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FOUR NO-SCORES FROM SEVERAL YEARS AGO...

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96
PAGES
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COLLECTORS!



FOR THE PEOPLE... BUY IT PEOPLE... OR WE SHALL PERISH FROM THE EARTH!

MAD

"The ups and downs of the economy are the result of having elected too many yo-yos!"
—Alfred E. Neuman

WILLIAM M. GAINES *publisher*

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LEONARD BRENNER *art director* **TOM NOZKOWSKI** *production*

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DICK DE BARTOLO *creative consultant*

JACK ALBERT *lawsuits* **ANNE GAINES** *logistics*

GLORIA ORLANDO, LILLIAN ALFONSO, M.C. GAINES *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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COVER ARTIST: RICHARD WILLIAMS

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LETTERS AND TOMATOES DEPT.



"STAR BLECCH IV"

Stupidity, the final frontier. These are the parodies of the magazine MAD. Its five-page mission: to spoof the movie "Star Trek IV." To seek out new limits of bad taste and satire. To boldly go where no idiot has gone before! Live long and prosper!

J. Pecsar
Sunnyvale, CA

Please stop writing to us about all your trib-
blest—Ed.

THE WINGS OF MAD



Readers of Eastern Airline's in-flight magazine *Eastern Review* were recently treated to an article all about MAD Publisher William Gaines. The story featured this portrait of Bill drawn by our own Al Jaffee. Now we know why Eastern carries barf bags on their planes!

OH SAY CAN UPC?

Concerning your "Sneaky UPC Symbols," you forgot the one that appears on the cover of your *own* magazine!

Greg Thady
El Paso, TX



MAD's UPC Symbol?!

Please Address All Correspondence To:
MAD, Dept. 273, 485 MADison Avenue
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-distressed stamped envelope!

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MAD DOCTORS

After my daughter Elizabeth reads it from cover to cover, I place MAD in the magazine rack in my dental office. My patients love to read MAD. In fact, MAD is responsible for almost as many smiles as my excellent dentistry!

Donald E. Feeney Jr., D.M.D.
Louisville, KY

Yes, but after our readers finish each article, we don't make them spit! (They do that voluntarily!)—Ed.

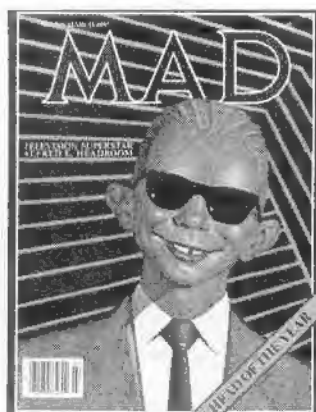
In your Letters and Tomatoes Dept. in MAD #271, you stated that despite all of our medical training, we doctors don't know much about the funny bone. I am here to tell you that I have had MAD in my office since I started my practice six years ago. It is one of the most read magazines in my office (that is, when and if the staff can get it off my desk!).

William T. Jones, M.D.
Gainesville, GA

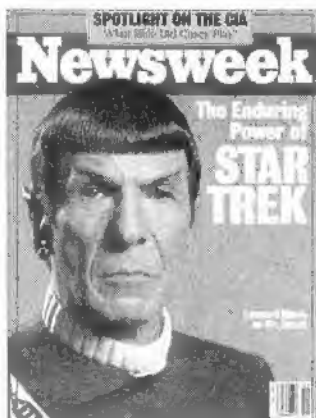
While you're reading MAD, what do your poor patients have to read? Those old copies of *Trout Fishing Digest*? Readers, if you want your doctor or dentist to keep MAD in their waiting rooms, slip them a subscription blank next time you pay their overpriced bill!—Ed.

MAD VS. NEWSWEEK: THE GREAT RIP-OFF BATTLE CONTINUES

People who saw the cover of the April 20, 1987 edition of *Newsweek* are of course well aware that it was a blatant rip-off of the cover of MAD issue number 269, March '87!



Of course, *Newsweek* can claim that the cover of MAD #271 was a rip-off of their Dec. 22, 1986 cover, but we know it was just one of those quirky, one-in-a-million coincidences!!



"SUBWAY BINGO"

Regarding "Subway Bingo," I can't understand why people say they hate riding the subways when I think it's the best way to make friends and have a social life. One year ago when I was going home, I was squeezed so tight on the train that I was forced to marry the girl in front of me. Next month, we're going to ride to Coney Island during rush hour for our anniversary. It'll be like a second honeymoon!

Robert Santiago
New York, NY

If you're thinking of having children, we suggest you take the 7th Ave. local!—Ed.

MORON MAIL

I'm tired of seeing nothing but junk mail on your letters page. You should publish real interesting letters, like for example talking about science, U.S. history, etc. Please do this, the future of the next generation is in your hands.

Angel Guaynabo
Puerto Rico

We were going to print a thoughtful note we received from astronomer Carl Sagan this month, but we bumped it in order to print your letter!—Ed.

T.N.T.

(Trite, Nonsensical Trash)

You'll get anything but a blast from this fizzling collection...



...An unmatched schlock-pile of dynamite schtick!!!



Brought to you by...
"the usual bang of idiots!"

WIMP-LASH DEPT.

A MAD PEEK BEHIND PEE-WEE'S

I've never met Pee-wee. What's he like?

Imagine if Jerry Lewis and Cyndi Lauper had a child... that was dropped on its head at birth!

Pee-wee's voice is two octaves higher than it should be.

How would you describe the show?

It's sort of a combination of Soupy Sales and an LSD trip!!

That's because his pants are two inches higher than they should be!

Every week Pee-wee has a cow wearing pearls looking in his window!

Yeah, talk about milking a gag!

Do you have any suggestions for this week's secret word?

How about "Intelligence"?

Come on! Who's going to use a word like that around here?!

Hi, Reba, thanks for courteously delivering all my mail on time and in undamaged condition.

You're welcome, Pee-wee, but remember, this is a fantasy show. Nothing like this happens in real life!

The art department needs more supplies.

Crayons? Paper?

Drugs!

U.S. MAIL

D THE SCENES AT PLAYHOUSE



I'm here from Planned Parenthood to give Pee-wee an award.

Who cares! All I know is people see Pee-wee once and think twice about having a kid who might grow up like him!

He's in favor of Planned Parenthood?

Have you seen Cowboy Curtis around?

Are you from the casting department?

No, I'm from the Immigration Department!!

I understand it was David Letterman who first gave Pee-wee national fame.

Yup, the same David Letterman who gave us "Stupid Pet Tricks," "Stupid Human Tricks" and "Brush with Stupidity"!

Call a doctor!

What happened?

Pee-wee fell off his high shoes again!

BUNNY TAILS

Get the make-up man! Pee-wee should be coming in here soon!

Pee-wee gets made up?

No, he has some taken off before he goes on!

Gee, this show has a talking chair, a talking globe and a talking globe!

Yeah, I'm afraid to go to the bathroom!

ARTHUR

Jaffee

A MAD LOOK AT BASEBALL



TOP OF THE FIRST...

ARTIST AND WRITER: SERGIO ARAGONES



BOTTOM OF THE FIRST...



OUTBACK TO THE VIDEO STORE DEPT.

At first glance this may appear to be another MAD Movie Satire. But hoo-hah! We say, "Negatory!" This is a MAD Videocassette Satire—an entirely different thing! Our Movie Satires, you see, are satires of films. But our all new Videocassette Satires are satires of films! So now that we've cleared up that confusion, here's...

Crock O'Dull DUMMEE

SM



ARTIST: MORT DRUCKER

WRITER: DICK DEBARTOLO

I'm Zoo, a reporter! My newspaper sent me here to find the guy who looked death in the face and laughed!

That could be anyone in this place who ate the "catch of the day"!

Wait, mate—the lassie might be talkin' about me, Crock O'Dull Dummee—fisherman, explorer, guide, and the only man alive who still dresses like Davy Crockett!

Wow! This drink tastes awful!

I don't know why, the snake venom's fresh! Hmm, maybe the bat blood's gone sour...

It sure is great they finally got a television set for this god-forsaken place!

Yeah! It'll be even greater when they start broadcasting a signal out this way so we can watch something!



So the **crocodile** crushed my boat and almost **tore** my leg off! Look at the **body damage**!

All I see is a tiny **band-aid**!

Yeah, but you can't imagine the **horrible damage underneath** that band-aid! You can't judge **boo-boo** by its cover!



I do want to see where that **crocodile** attacked you, but is this the **best** road?

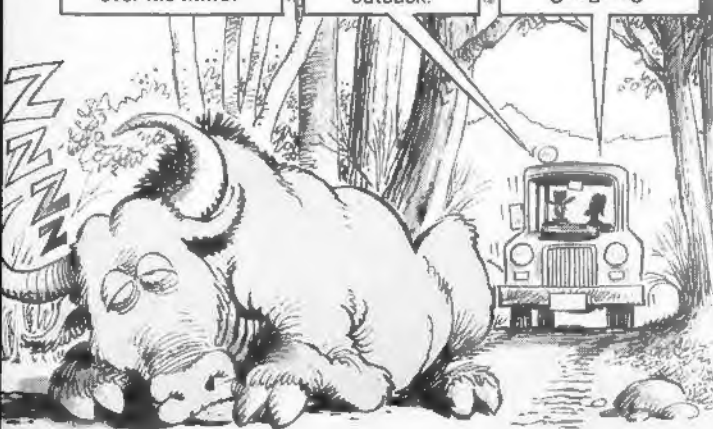
Lady, out here this is a **super highway**!



That was amazing—you just **raised** your arms and that water buffalo **keeled over**! Is it the **power** of your mind over his mind?

It's more like the **power** of my **underarms**! We don't do much **bathing** in the outback!

Well, let's see you **hypnotize** some of his friends into moving his butt off this one-lane freeway so we can get going!



You know **Crock**, you never cease to **amaze** me! Before I even **knew** there was a **snake** around, you killed it and threw it in the fire!

Ah, it was **nothing** really! Killing **deadly reptiles** to save a lady's life is all in a **day's** work out here!

I'm **impressed**! But why does that snake **smell** like **burning rubber**?

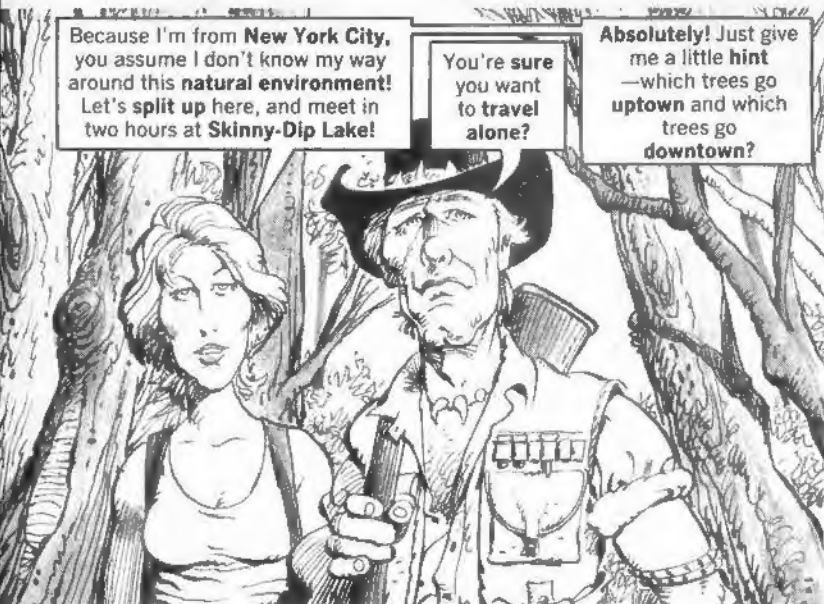
Oh, that's typical of the species—**rubberi noveltius conjobium**!



Because I'm from **New York City**, you assume I don't know my way around this **natural environment**! Let's **split up** here, and meet in two hours at **Skinny-Dip Lake**!

You're sure you want to **travel alone**?

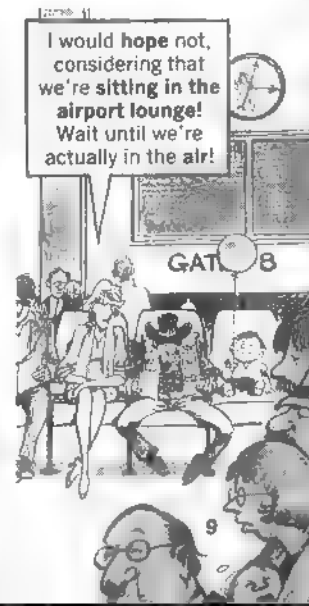
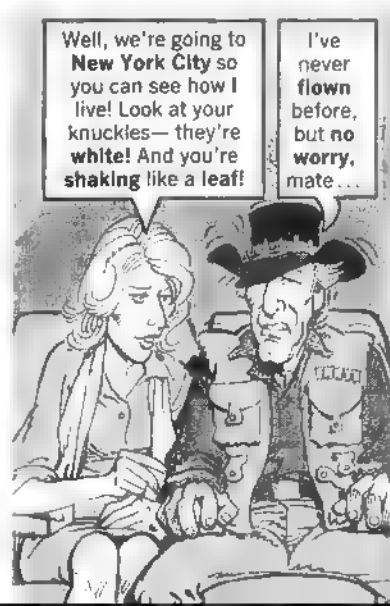
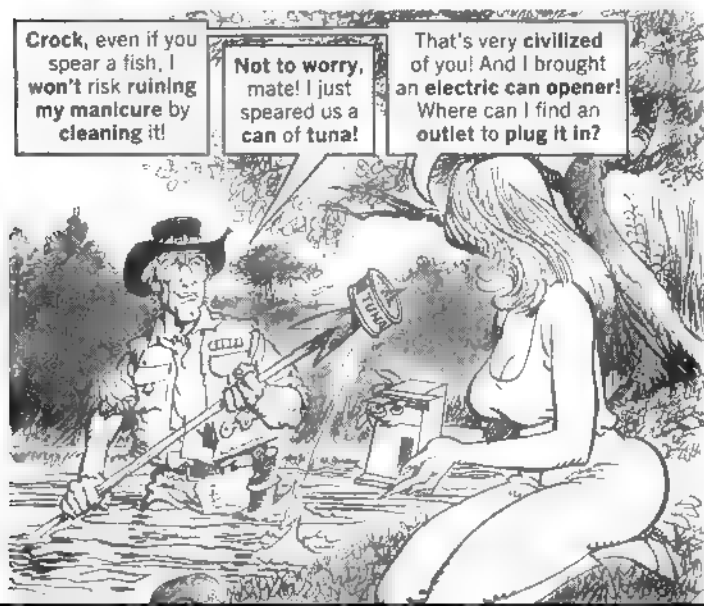
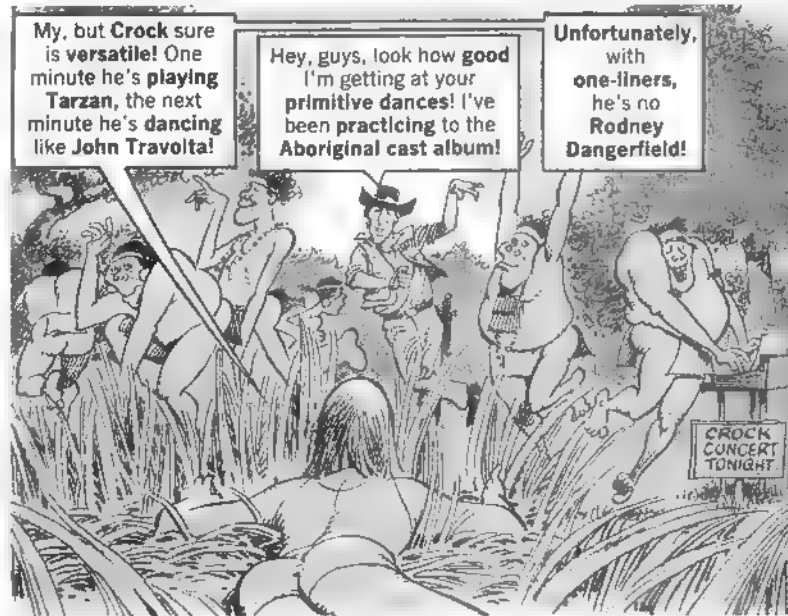
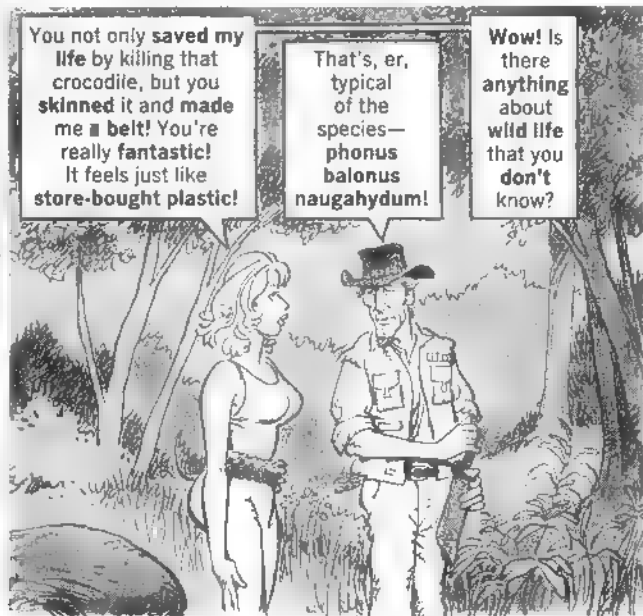
Absolutely! Just give me a little hint—which trees go **uptown** and which trees go **downtown**?



I'm warning you, **Zoo**, you're **not prepared** to make it out here! This is **man's country**! You have no **knife, gun, or bow and arrow**!

In a **real man's country**, all I need is **tight leotards, T-shirt, and a skirt slit to the equator**! **Nature** takes care of the rest!





It's nice of you to show me around your city, mate, but where I come from, the men are men and the women are nothing!

Well, let me warn you—in this bar, the men are men and the women are also men!

No problem, mate! Just as long as the sheep are straight!

That creep stole my purse, but thanks to you, I got it back! You beaned him good—with a can of beans!

Too bad the Yankees don't have a pitcher with an arm like that guy's!

Crock's a bigger crook than that purse-snatcher! He stole my TV role as a one-man police squad!

BA

Wowee! What a house! What business is your father in?

My dad sells newspapers...

He must have himself one terrific paper route!

I hereby announce my engagement to Zoo!

Not tonight, dear—I have a headache!

Save that for after we get married—this is just the engagement!

I want to talk to that guy way over there—the one with the black hat! Pass it on!

She wants to take a walk with that black guy and no flack! Pass it on!

She wants to know if that guy will give her subway tokens back! Pass it on!

She says you're the guy she wants to get in the sack!

Hear that? She's willing to give up all that wealth and that mansion and high society to live in a pigsty in the boondocks with low-life like me!

That's got to be the biggest crock of all!

GO JETS!

N TRAIN

GO METS!
GO GOETZ!

E TRAIN

42 ST

W TRAIN

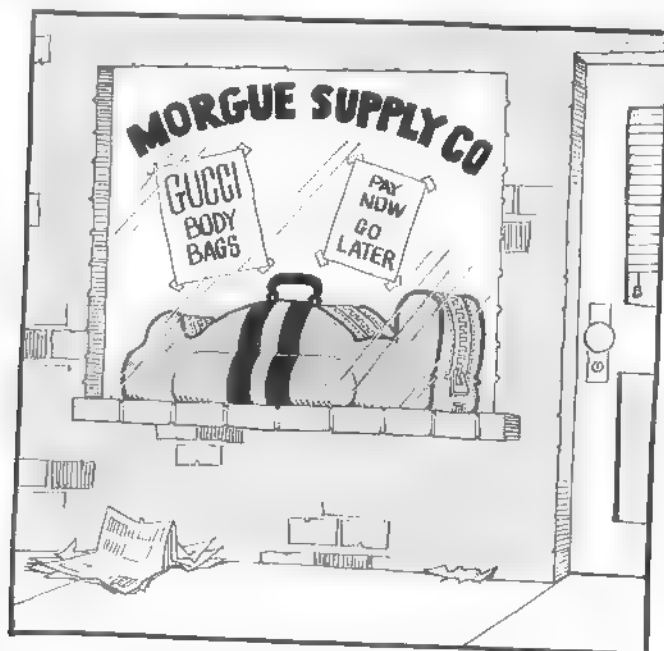
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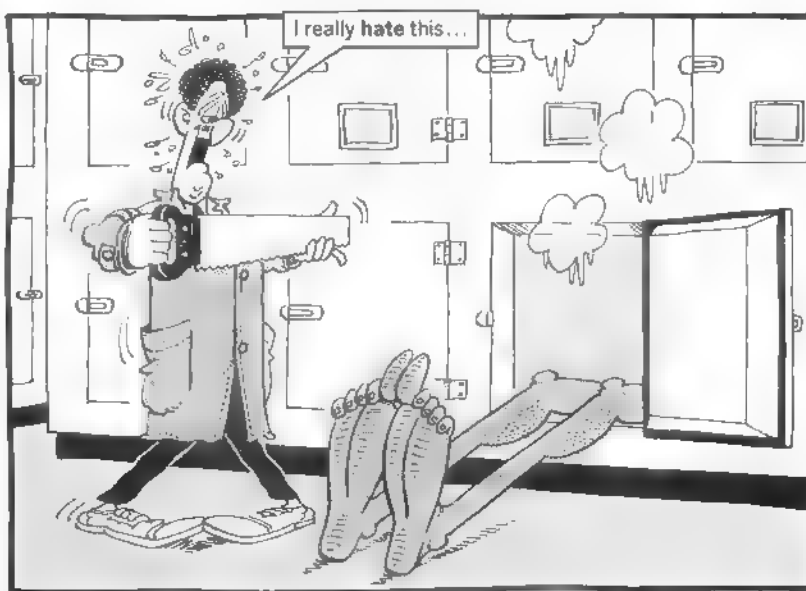
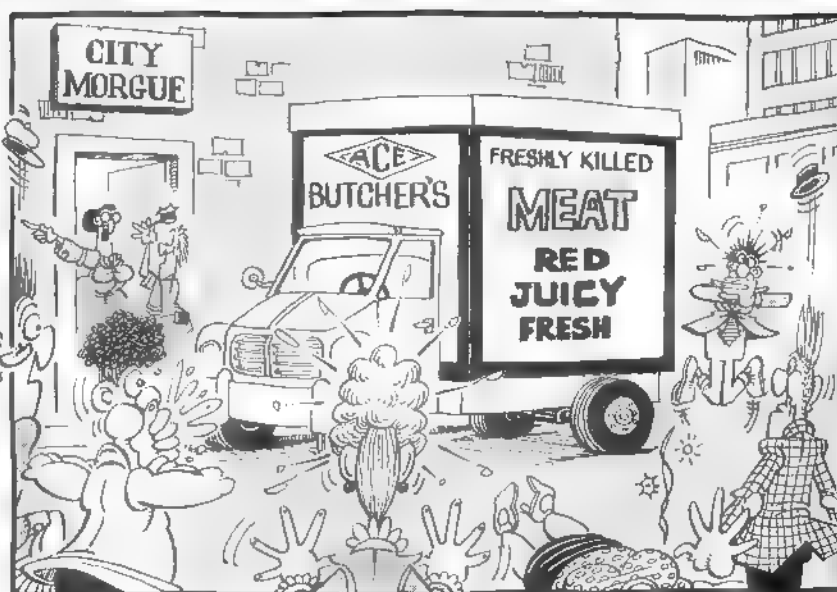


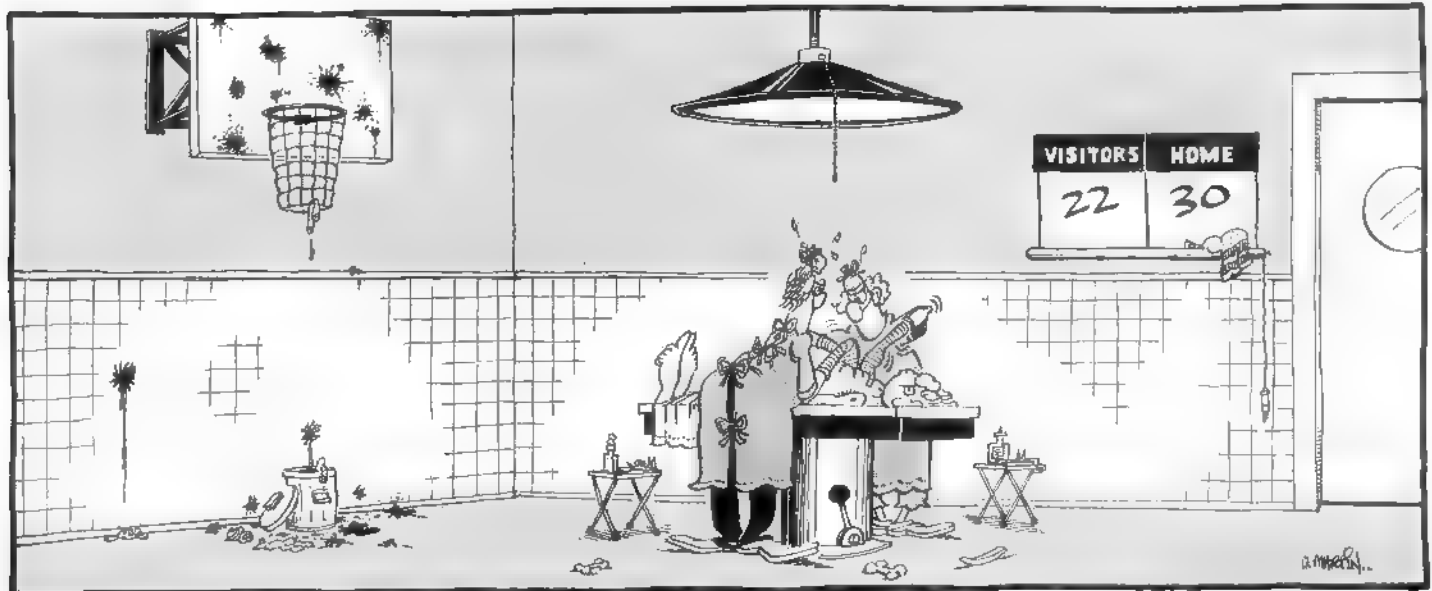
DON MARTIN VISITS THE MORGUE

ARTIST: DON MARTIN

WRITER: DON EDWING







THE MAD D.

CHAPTER ONE

See the DJ work!
 Work! Work! Work!
 First he gives the news!
 Then he does a commercial!
 After that the weather report!
 Then he does another commercial!
 Next he gives the sports update!
 Followed by a station break and the correct time!
 Question: Why is he called "disc jockey" when he hasn't
 played a disc in the past 47 minutes?



CHAPTER THREE

Hear the studio technicians laughing!
 Har! Har! Har!
 They laugh at everything the DJ says!
 "It's raining outside—lovely weather for ducks!"
 Har! Har! Har!
 Do they really think the DJ is funny and amusing?
 Let's rephrase the question—Do they want to keep their jobs?
 Har! Har! Har!



CHAPTER FIVE

Hear the DJ speckle his banter with interesting information!
 Like how the gang at Via Veneto Ristorante on West 54th Street
 listen in every day!
 And how Irma at A-1 Dry Cleaners on East 23rd Street wears the
 station's sweat shirt!
 And how Vinnie, the expert mechanic at Sassone Auto Repair,
 personally requested this next great golden oldie!
 What a nice guy the DJ is for passing out this valuable
 information!
 Ever wonder where the DJ eats, has his clothes laundered,
 and his car fixed—for free?



J. PRIMER

ARTIST:
JACK DAVIS

WRITER:
LOU SILVERSTONE

CHAPTER TWO

This DJ is playing Beethoven!
Third! Fifth! Ninth!
Followed by Vivaldi, Mozart, Copland, Ravel,
Mussorgsky, Respighi, Mendelssohn!
Bach! Bach! Bach!
You'll hear no ads for jeans, sneaks, or acne creams!
Is this because of the DJ's respect for the serious composers?
Don't be a shmendrick! This is because of the sponsor's
respect for the ratings which tell them that teens
with big bucks don't listen to this square station!
Beethoven was no Mick Jagger!



CHAPTER FOUR

See the DJ is interviewing his guest!
He plays his guest's recordings!
He tells his guest how great he is!
At the show's end, he invites his guest to come back anytime!
Does he really like the guest that much?
Does he really think the guest is as wonderful as
he said all show?
Don't be a shmendrick! The DJ likes anyone who'll
do his show free!



CHAPTER SIX

See the angry man and lady!
They listen to this "zany" DJ every morning!
They listen to his vulgarity, obscenity, and blasts
at the flag, mom, and apple pie!
Why do they listen to him?
So they can record all the vulgar and obscene things
he says--and then write to the FCC demanding the
DJ be taken off the air!



WE'RE IN HEAT DEPT.

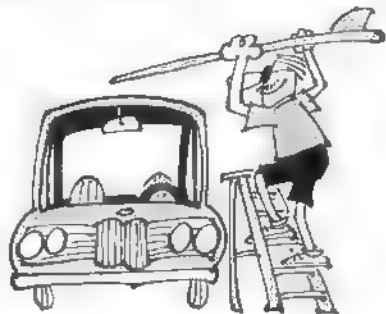
Budding trees signal spring, changing leaves indicate autumn, and heavy snow means winter. But what about that other season—how can we tell when it begins? Beach parties? Picnics?

SUMMER HAS A

...LITTLE KIDS SELL LEMONADE FOR 5¢ A GLASS, COMPLETE WITH SAND AND DROWNED

FOR FREE MEALS ENROUTE TO RESORTS YOU CAN'T AFFORD

SURFBOARD

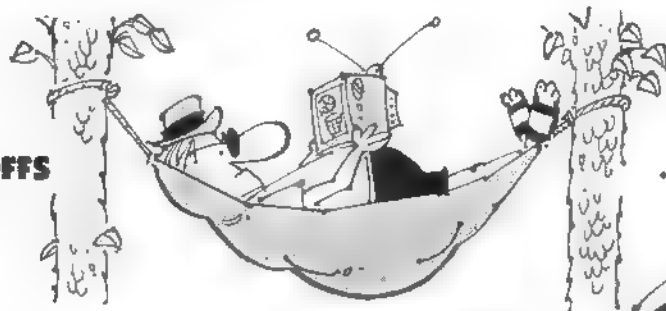


...AND YOU RUN OUT OF DENTAL FLOSS TRYING



FOR NO REASON EXCEPT THAT THE OIL COMPANIES KNOW YOU'LL PAY MORE IN WARM

HAVE BEEN CUT FROM THE NBA PLAYOFFS



...AND TH

CONDITIONER ON THE FIRST DAY YOU REALLY NEED IT



UP THE STORM WINDOWS BECAUSE IT'S TIME AGAIN TO PUT UP THE SCREENS

TICKET PRICES REMAIN SKY-HIGH



...AND TV NETWORKS

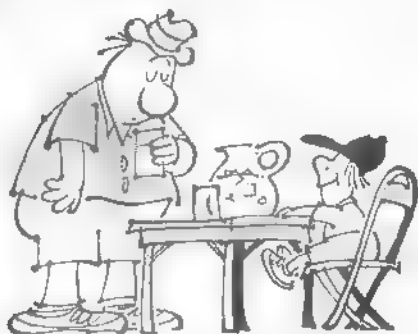
Think again! (And while you're at it, throw another shrimp on the barbie!) MAD has some other signs in mind... *warning signs!* The signs that mean three months of torture! You know that

ARRIVED WHEN...

ARTIST: PAUL COKER

WRITER: TOM KOCH

ANTS



...AND DISTANT RELATIVES UNEXPECTEDLY DROP BY

...AND YOUR LOCAL YUPPIE REPLACES THE SKI RACK ON TOP OF HIS BMW WITH A

TO DISLodge PIECES OF CORN-ON-THE-COB



...AND GAS PRICES GO UP

WEATHER.



YES, SUMMER'S HERE... WHEN ALL BUT 8 TEAMS

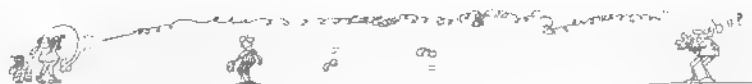
E ELECTRIC CO. ASKS YOU TO HELP AVERT A POWER FAILURE BY TURNING OFF YOUR AIR

...AND YOUR FAMILY STOPS BUGGING YOU TO TAKE DOWN THE SCREENS AND PUT



...AND ROCK CONCERTS MOVE OUTSIDE TO BIG STADIUMS, BUT

BEGIN BRAGGING ABOUT THEIR NEW FALL LINEUP-DURING JUNKY RERUNS OF THE SHOWS



THEY RAVED ABOUT LAST YEAR.



IT'S DEFINITELY SUMMER...WHEN

YOU STOP SETTING YOUR ALARM FOR SCHOOL, BUT THE IDIOT NEXT DOOR WAKES

YOU EVEN EARLIER WITH HIS LAWN MOWER



...AND YOUR

ONLY POSSIBLE CONTACT WITH AN AIR CONDITIONING REPAIRMAN IS HIS ANSWERING

MACHINE



...AND DAD SAYS HE'LL SPEND HIS VACATION BECOMING

YOUR PAL AS THE TWO OF YOU PAINT THE GARAGE TOGETHER



...AND PARK RANGERS REPORT THAT THE THREAT OF FLOODS HAS BEEN REPLACED BY

THE THREAT OF BRUSH FIRES



...AND OVER-EAGER MERCHANTS RUIN

YOUR VACATION BY STARTING THE FIRST BACK-TO-SCHOOL SALES.



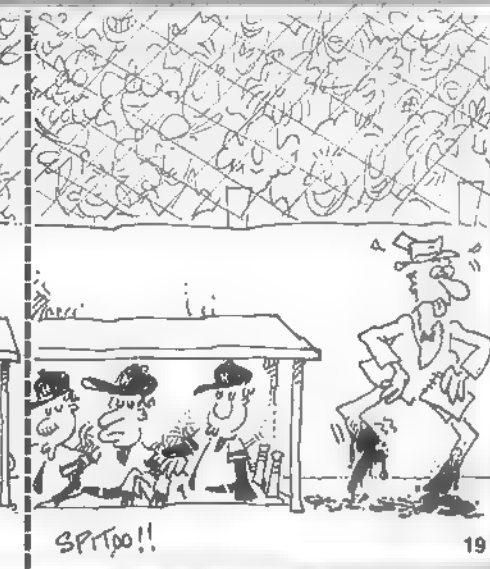
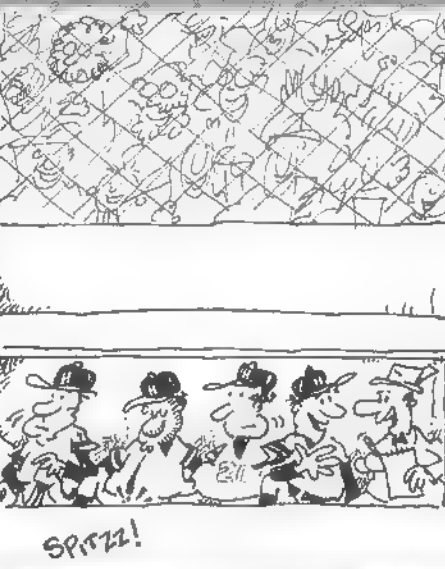
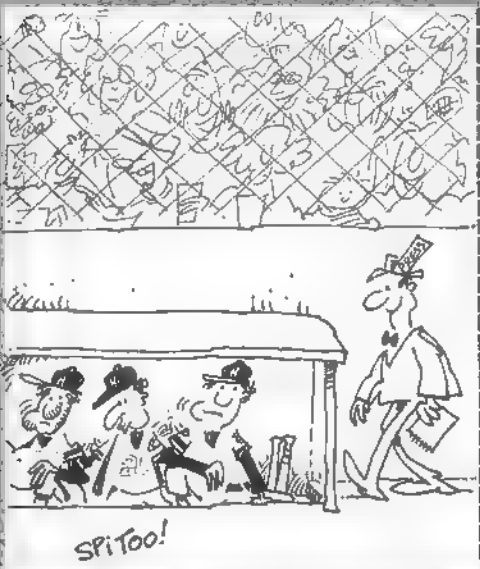
MAD BASEBALL BOTTOM OF THE SECOND—STILL SCORELESS



BOTTOM OF THE THIRD—SCORE TIED 1-1...



TOP OF THE FOURTH—PRESS COVERAGE



Hi, y'all. I'm Andy Talker. I'm the Sheriff here in Mudborey. Nothin' much happens in these parts. Why, heck, the leading cause of death is chronic yawning!

I'm Hellin. Andy's sure right about **nothing** ever happening. We've been going steady for eight years and believe me, **nothing** has happened, exciting or otherwise!

Hi, I'm Dople, Andy's son. I'm not your usual smart-assed, wise-cracking TV kid. I'm polite to adults. I obey my Paw, I don't lie or cheat and I always do my homework. I guess you could call me one of television's first nerds!

My name's Blarney Flute. I'm the Sheriff's Deputy. I don't like to brag much, but I've had the honor of being chosen Mudborey's Deputy of the Year eight times in a row!



ARTIST: SAM VIVIANO

WRITER: LOU SILVERSTONE

Hold it or I'll blow you away! Jest 'cause your Daddy's the Sheriff you can't commit a major criminal act!

But I'm just gettin' my ball!

In Mudborey, walkin' on the grass is as major a crime as we get!

Blarney, I don't care if you play with Dople but put the gun away! Lordy, it's no toy! No wonder Andy won't give you real bullets! Here, try my peach cobbler.

Giummffss.

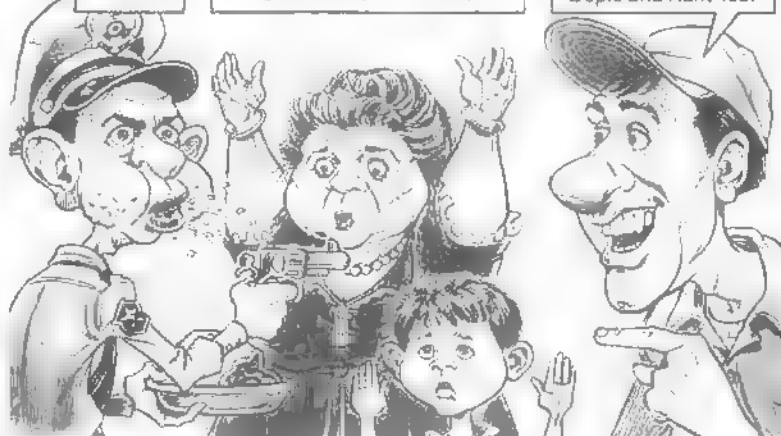
Howdy there, Blarney, watcha' doin'?

Reading these suspects their rights, but it's tough with a mouthful of peach cobbler!

I seen Sgt. Friday readin' a guy his rights on TV last Tuesday... or was it Sgt. Tuesday last Friday?

You're under arrest too, for interferin' with a lawman in the execution of his duty!

Gaw-lee, are you going to execute Dople and Aunt Tea?



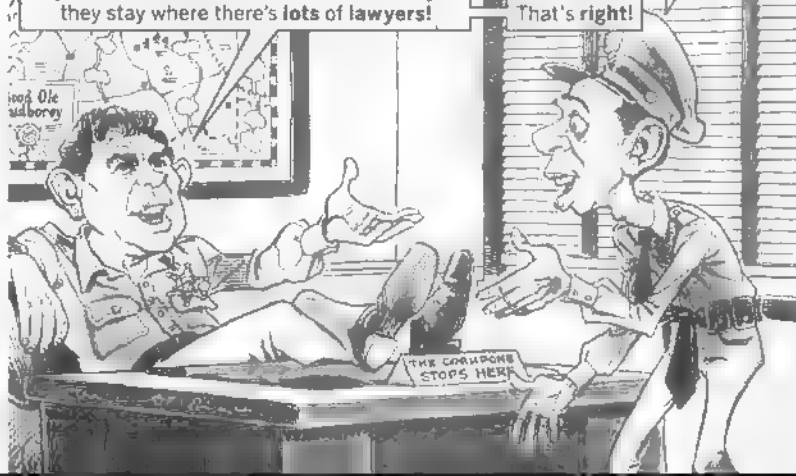
It's not fair! I hear tell in New York they have so many prisoners, that there ain't enough jails to hold them all!

Wow, I wonder who's in charge of decorating over there. Those cells must be a real attraction!

Blarney, maybe there's so many criminals in New York because they got hundreds and hundreds of lawyers! Criminals need someone to defend them so they can get out of jail and commit more crimes! That's why they stay where there's lots of lawyers!

You mean if we had some lawyers in Mudborey, we'd have crooks too?

That's right!



That's because you're Mud-borey's **only** deputy! Hi, I'm **Aunt Tea**, and I keep house for Andy and Dopie. They're so nice and so sincere—why, I get sick just **thinking** about them!

Howdy, I'm **Gumper Piles**. I work in the **fillin'** station and sing baritone in the **ladies' choir**! I'll be leavin' soon to join the Marines. **Gaw-lee**, that ain't gonna do much for their **macho image**!

A BAD CASE OF

THE RE-RUNS DEPT.

THE ANDY GRINNING SHOW



Glad to see you Sheriff! Help me cuff these hoodlums!

What hoodlums? All I see are **Gumper, Aunt Tea and Dopie**.

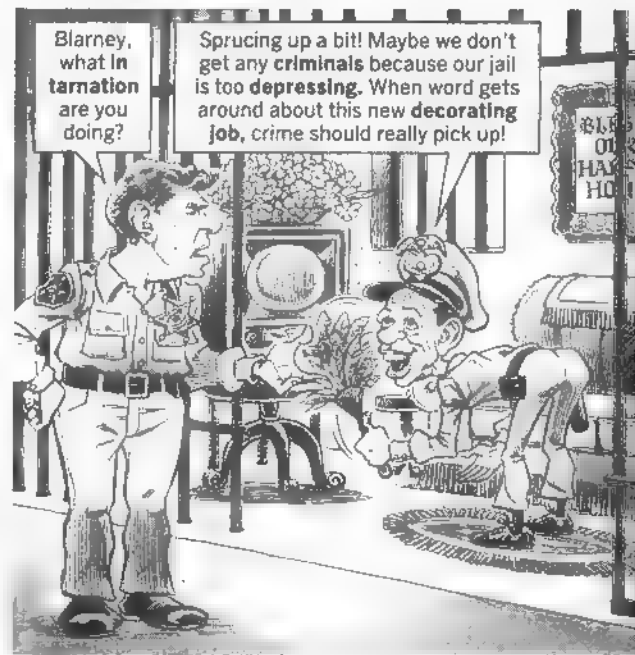
They broke the law! I had no choice, I had to bust 'em!

But if you lock Aunt Tea up who'll make my meals? And if Gumper's in jail who's gonna gas me up? And if you arrest Dopie who'll I go fishin' with? Okay, charges dismissed!



Blarney, what **in tarnation** are you doing?

Sprucing up a bit! Maybe we don't get any **criminals** because our jail is too **depressing**. When word gets around about this new **decorating job**, crime should really pick up!



Hiya, Andy, I've got our **weapons** all ready!

Yeah, for lawyers! You said they'd attract us some **real criminals**.

You plan on doin' some huntin'?

Same way a **lumberyard** attracts **dead files**. There, I finally used one of my **homespun bits of nonsense**!

Well, I asked **Mr. Mason** to open a practice here in **Mudborey**. He's a **big city lawyer** from **L.A.**

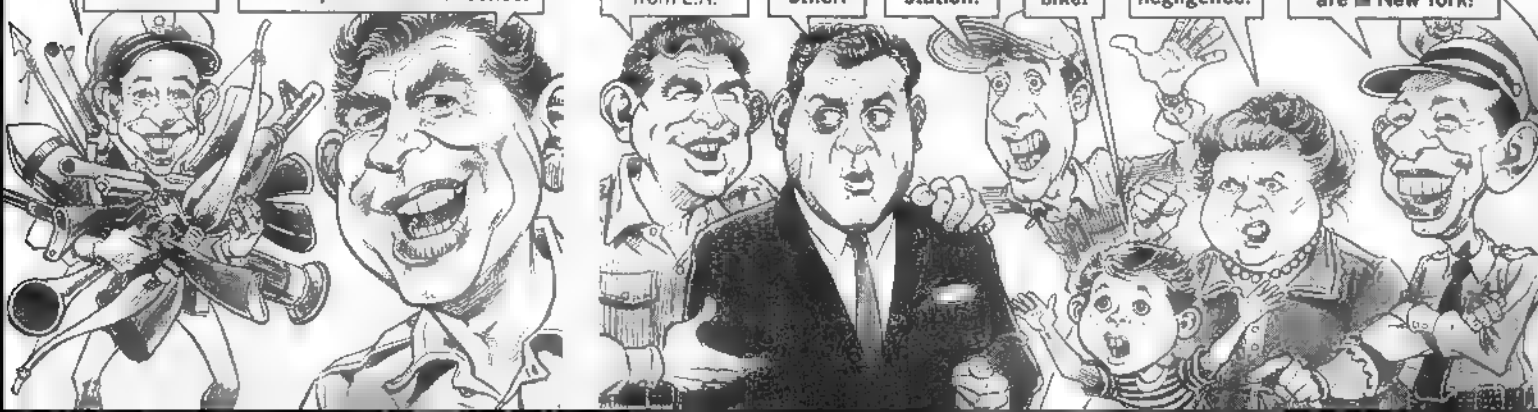
Hello, Sheriff, I reckon we'll be seeing plenty of each other.

Gaw-lee! Sheriff, somebody just held up the **fillin' station**!

Paw, Paw! Someone just stole my **bikel**!

And I just fell down at church! I'm going to sue them for **negligence**!

Wow! A **crime wave**! And when the other lawyers I invited over here show up, our jail's gonna be **jam-packed**, just like they are in **New York**!



MISCONCEPTION #29



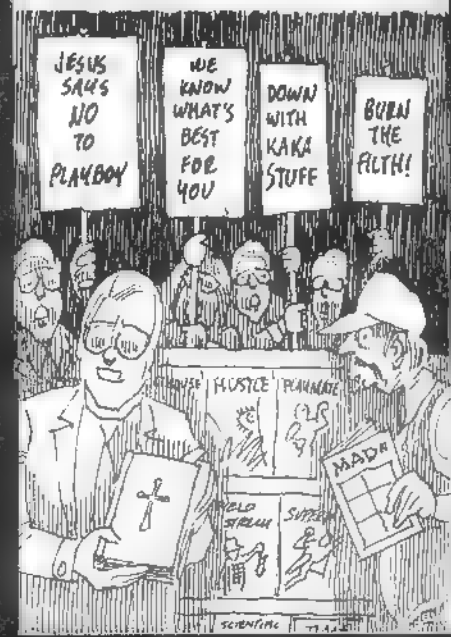
If you don't feed your pets the right nationally advertised pet food they'll stop eating and die.

MISCONCEPTION #701



The price of a loaf of bread in 1953 is a topic of great interest among most younger people today.

MISCONCEPTION #180



Americans are sick and tired of deciding for themselves what they should or should not read.

HAVING A TRUTH PULLED DEPT.

A MAD
LOOK
AT SOME

WIDELY HELD

ARTIST: HARVEY KURTZMAN

MISCONCEPTION #82



The best way for a candidate to "win over" voters is to pre-empt their favorite television show with a half-hour political spiel.

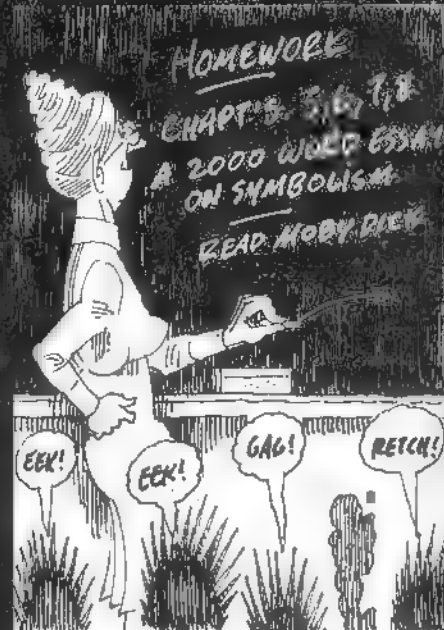
22

MISCONCEPTION #425



People who wait in line and pay \$5.00 for a theater seat would much rather listen to a neighbor's "running commentary" than watch the movie itself.

MISCONCEPTION #65



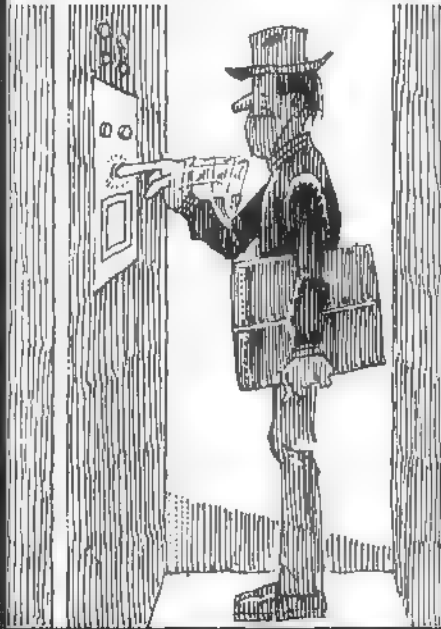
Students have plenty of time for extra homework—especially since their other four or five teachers don't believe in assigning any.

MISCONCEPTION #14



Attractive women can't resist obscene propositions from sweaty, overweight men in smelly T-shirts.

MISCONCEPTION #213



Elevators are intelligent beings and sense impatience when someone bangs their buttons repeatedly.

MISCONCEPTION #566



Nothing stimulates conversation like a mouthful of Novocain, dental instruments and fingers.

MISCONCEPTIONS

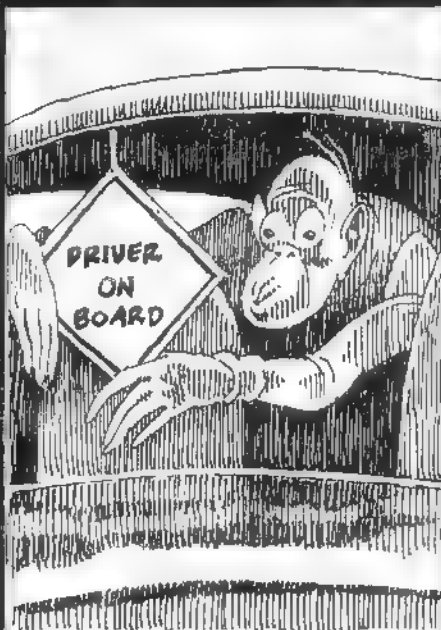
WRITER: MIKE SNIDER

MISCONCEPTION #31



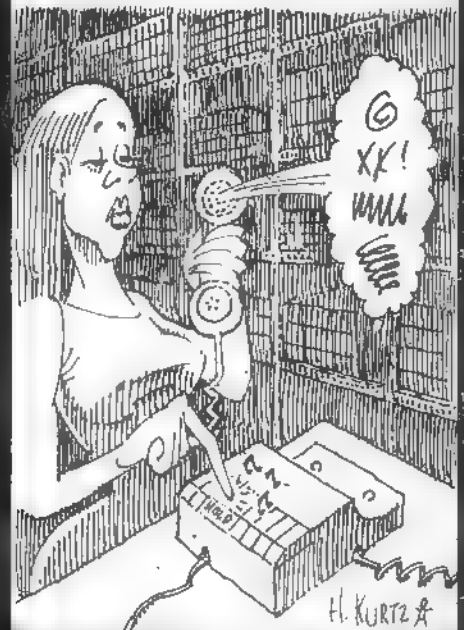
Especially in high-speed traffic, using directional signals before making a lane change is unnecessary between experienced drivers.

MISCONCEPTION #7



There is nothing that shows your cleverness and wit better than a store-bought "gag sign" which five million people already own.

MISCONCEPTION #37



The proper greeting for a caller to a Customer Service line is 25 minutes of "The Hollywood Strings Play the Best of Barry Manilow."

What's the worst thing about going to a fast food joint? The long lines? Lousy food?



SIR PUFFY'S®

FAMILY RESTAURANTS Serving

COMMUNITY BULLETIN BOARD

PARANOIDS ANONYMOUS will hold its monthly meeting July 24th at 8 PM. All are invited, but since the members wish to maintain their anonymity, they refuse to reveal where the meeting will be held.

THE JASPER HIGH SCHOOL MOTHER'S CLUB is having its monthly mud-wrestling night with the Bunville Ladies Society on July 16th starting at 7:30 PM at Elk's Lodge #59. Bingo to follow.

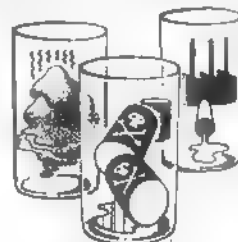
COMMUNITY BOARD #5 presents an evening of skin rash identification. Refreshments. Victor Lipper Hall, July 9th, 7 PM. Free!!

LITTLE BROTHERS, INC. is a community service organization providing neighborhood bullies and other tough guys with defenseless children to push and order around. Volunteers are desperately needed. Call Mr. Rocco at KL 5-1763.

UNSKILLED MEDICAL VOLUNTEERS, 85 Butt Street, provides second-rate, inadequate and potentially dangerous health services to area residents who can't afford professional help but make too much to be eligible for Medicare. Also available: Poorly managed day care center. For information phone 171-8898.

SPECIAL OFFER WHILE SUPPLIES LAST

The Toxic Dump Site Collector's Glasses Are Here! Nuclear Waste, Caustic Chemicals and More...



■ pictured in Full Color on these festive 12-ounce tumblers! FREE with your purchase of a half-gallon size PuffBucket™ Shake. We're adding new dump sites every week.

COLLECT THEM ALL!

FUN FACTS ABOUT SIR PUFFY'S®



Every single one of Sir Puffy's® 912 restaurant managers has completed almost *two years* of high school!

If ■ the burgers served at Sir Puffy's® in one day were laid from end to end on a highway, it would take over *six hours* to wash, reheat and sell them to unwitting customers!

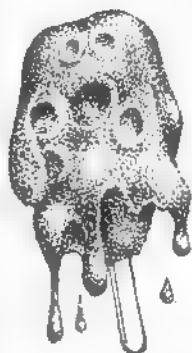
Sir Puffy's® cups, napkins, styrofoam containers and ketchup packets account for more than 18% of all the litter found in our country's national parks, forests and recreation areas!

A recent FDA report stated that there is only a *casual* connection between our PuffBoat Supreme™ fish fillet sandwiches and arteriosclerosis!

WORD GAME

See if you can find the 22 words or phrases that describe things found in Sir Puffy's® kitchen!

S L O P N S D R A Z A H E R I F
U N W A L I Y U D G A E I O C U
P S O D F A M A M S I L U T O B
D R A I P I N R B S T O G G A M
E E A S T R O E E E L E S Y P Q
I N G R E A S E D V O I N A U U
M G I E H T L I F I N B L C R A
O I N A O S I O L T S Z P O H T
L E C S M U M V I A J E A R P A
D R A E G O E Q U V S C A U E E
B O O G I G T Z W R H O S S P M
I F T L A J D P D E L T Z T E E
P O Z B W O X I S S R C L I K S
A R R G C K R B C E K T M A G R
R A V O O T I E J R I O Y H E O
G E R M S F R A A P H Y E C H



HAVE YOU TRIED
SIR PUFFY'S®
STUFF ON A STICK™
GOES GREAT WITH OUR
GOOP IN A CUP™!

NOW MADE WITH 100% PIG FAT!

Good choices! But no, the absolute worst is the shoddy placemat that looks a bit like...

PLACEMAT™

Bunville, Cheesetown and surrounding areas

CREW PERSON OF THE MONTH



My name is Clarence Shivers. I have been working at Sir Puffy's® for six years. I enjoy earning minimum wage. This is the only job I've ever had. I'm not qualified to do anything else. I'll probably be working here the rest of my life. I wish I was dead. Have a nice day!

NEW!

SIR PUFFY'S® MYSTERY BAG MEAL™

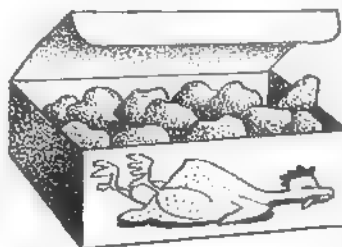
There's no telling what you'll get in one of these plain unmarked bags. That's what makes them fun! Will it be our Deluxe Super-Singed Burger™? A 24-ounce cup of flat, watery cola? Maybe it'll be the stuff our kitchen crew scraped off the grill last night! You won't know for sure until you try it—and even then you may not be certain!

SIR PUFFY'S® MYSTERY BAG MEAL™!

It's perfect for people who love to eat but don't care what!

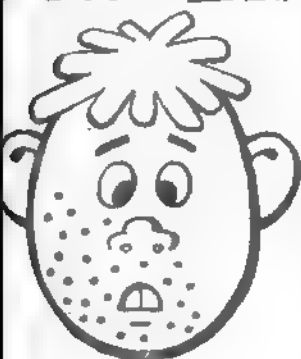


SAVE 20¢ ON YOUR NEXT PURCHASE OF
REGULAR, JUMBO, MAMMOTH OR NEW MINISCULE



**SIR PUFFY'S®
CHICKEN LUMPS™**
available in three great flavors...
VANILLA, PORK and GRAPE
YOU WON'T BELIEVE IT'S CHICKEN!

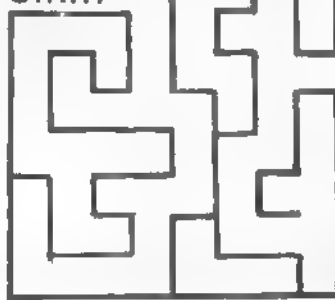
CORNER



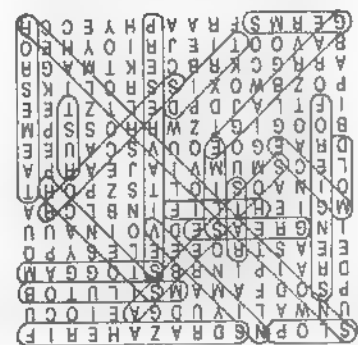
Billy has eaten a Sir Puffy's® 100% sugar caramel and marshmallow topped Apple Inside-Out Tart™ every day for the past two years. See if you can draw a line connecting all the pimples on his face without crossing the line or lifting your pencil from the page!

CAN YOU FIND YOUR
WAY TO THE WORD
GAME ANSWER?

START



ANSWER TO
WORD GAME



FATHERS

Mr. Sherman! I told you to bring my daughter home by midnight! It is now two A.M.! What happened?

Well, er, we kind of had a flat, and er, I didn't have a spare, and er, we had to walk a few miles until we found this all-night garage...

I believe you! That's why I'm inviting all of you in for a few moments and handing each of you a piece of paper...

What's that for, Mr. Giresi?

I want each of you to write down which tire went flat!



BERG'S-EYE VIEW DEPT.

THE LIGHTS

SCHOOL SPIRIT

There they go again! Blowing another lead! This basketball team hasn't won a game all year!

Gee, I hope they're good losers!

Good? Hell, they're absolutely perfect!



EVALUATIONS



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

ENLIGHTENMENT



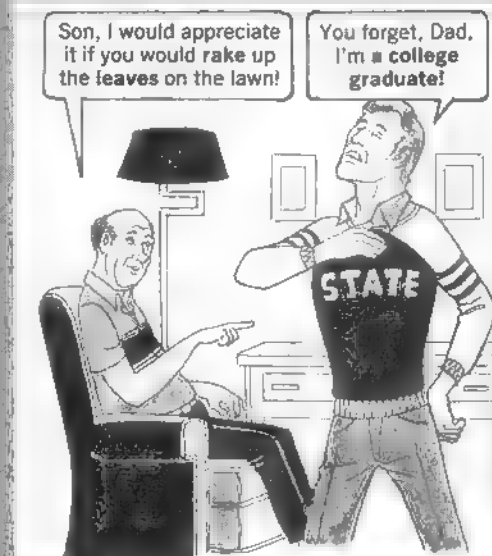
HOUSEKEEPING



SOLUTIONS



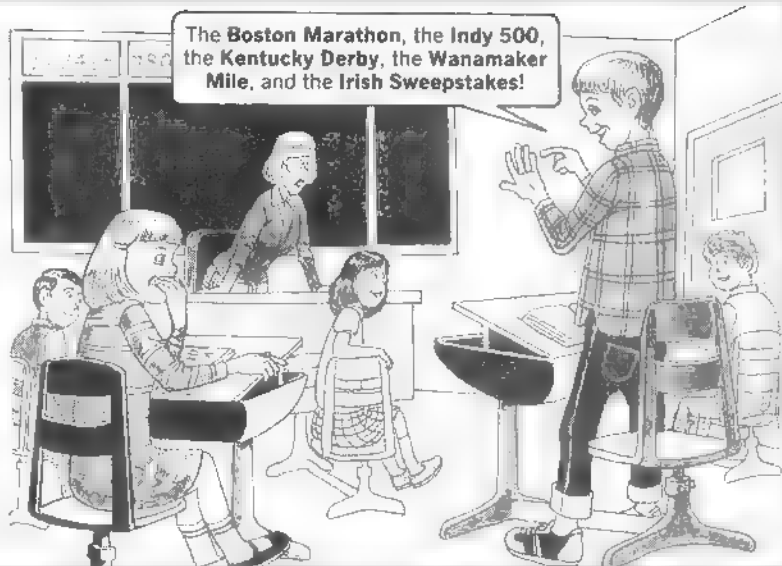
HIGHER EDUCATION



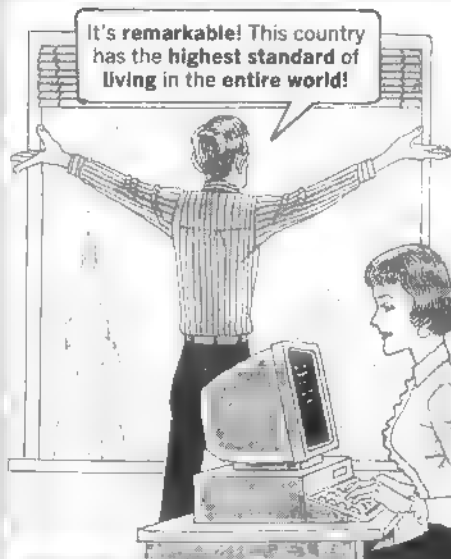
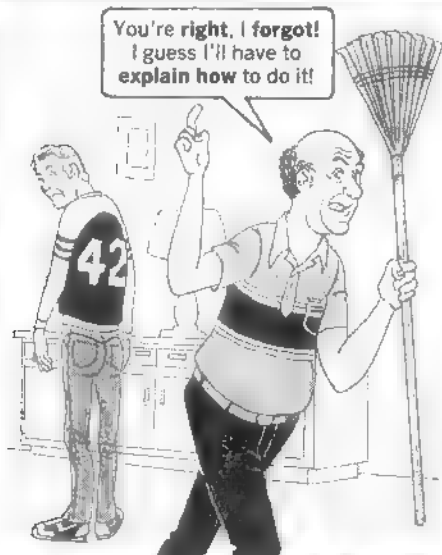
COMMUNICATION



KNOWLEDGE



CHAUVINISM



RELATIVITY



EQUIPMENT



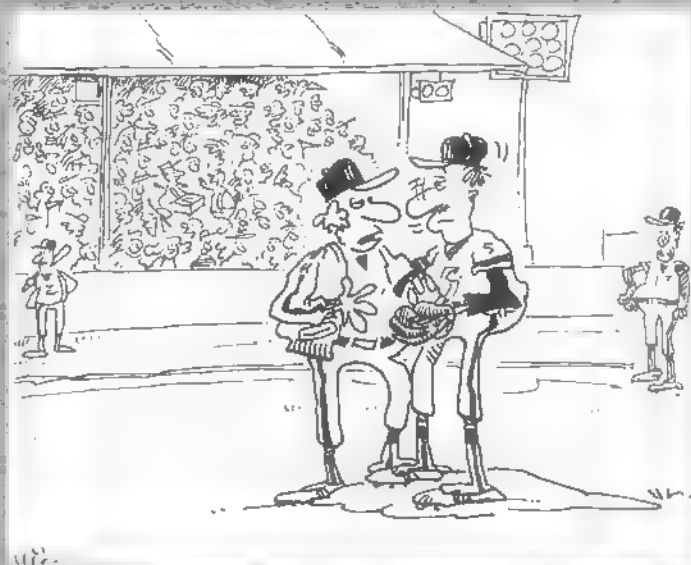
CHORES



DOCTORS



MAD BASEBALL TOP OF THE FIFTH—LOADED BASES...



RAIN DELAY



TV is filled with religious shows. Everything from Cable TV Evangelists to "Highway to Heaven." But none are generating the heat of a new prime time show about an irascible Church Deacon! The Producers of this show have contributed to "Mary Tyler Moore" and "Taxi," but this turkey is big, brash and boisterous and we think someone should be making...

Ame



...and then she said he said Deacon Fright was a crook!

Of course! I'm spreading God's Gossip!

Cassette, do you think it's Christian for us to always be talking badly about everyone?

Dear, it's God's Gospel we're supposed to be spreading!



Reverend Groggy, you may not believe this, but in my own way, I'm as religious as you are! I believe in the Afterlife!

You bet! Who would have believed there'd be an afterlife for the sassy dry-cleaner character I played on "The Jeffersons"! I believe, Rev, I believe!

But Deacon Fright, your bizarre antics have got to stop! It's affecting the membership! The congregation is turning to athelms!

That's great! More souls for you to convert back!

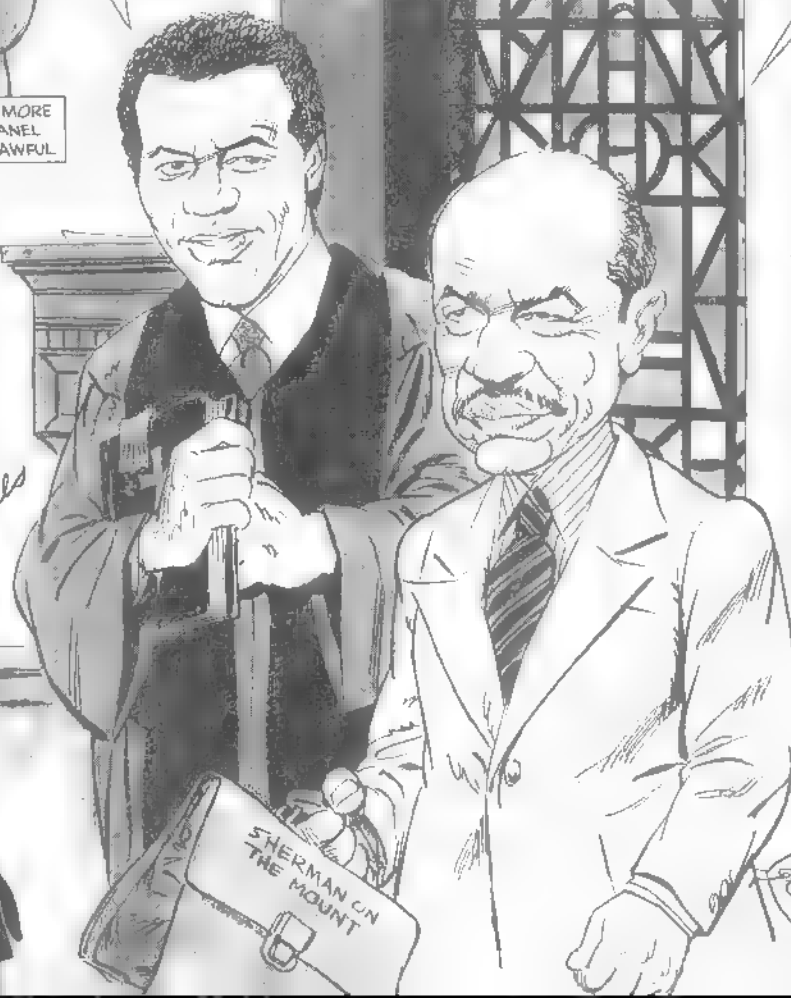
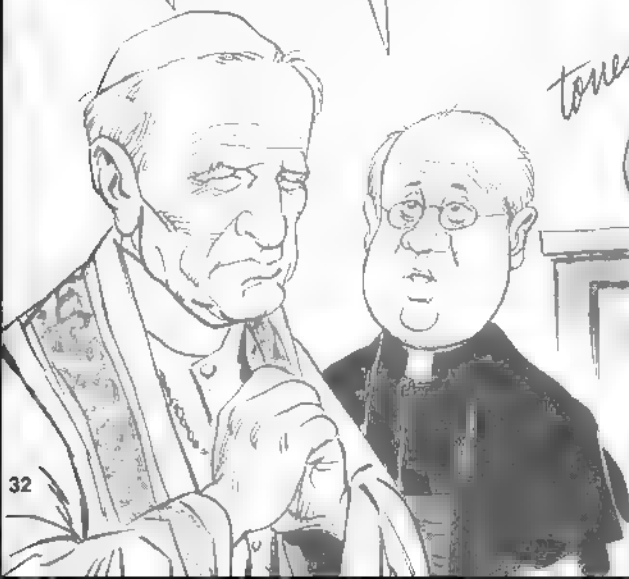
You do?!!

WARNING: OCCUPANCY BY MORE THAN 3000 LBS. ■ THIS PANEL IS DANGEROUS AND UNLAWFUL

I'm not familiar with The First Community Church of One-Liners. What exactly does Deacon Fright do?

He manages the church's financial future!

Let us pray!



SHERMAN ON THE MOUNT

JEFFERSON CLEANERS

nds

Rollo, you little devil!
What do you mean, kissing
you will get me into heaven?

Why you're
just a dirty
old man!

Well, let me put it this way
Kissing you will put me in
heaven and when I get there
I'll put in a good word for you!

Wrong! I'm
a religious
dirty old man!



Oprah, I can't believe
they protested our movie,
"The Color Pimple," for
being a negative racial
stereotype, but they
let this stay on the air!

Whoopie, compared
to his Sharmin
Helmsley... and now
Deacon Fright...
we're more like
Allstar Cooke!

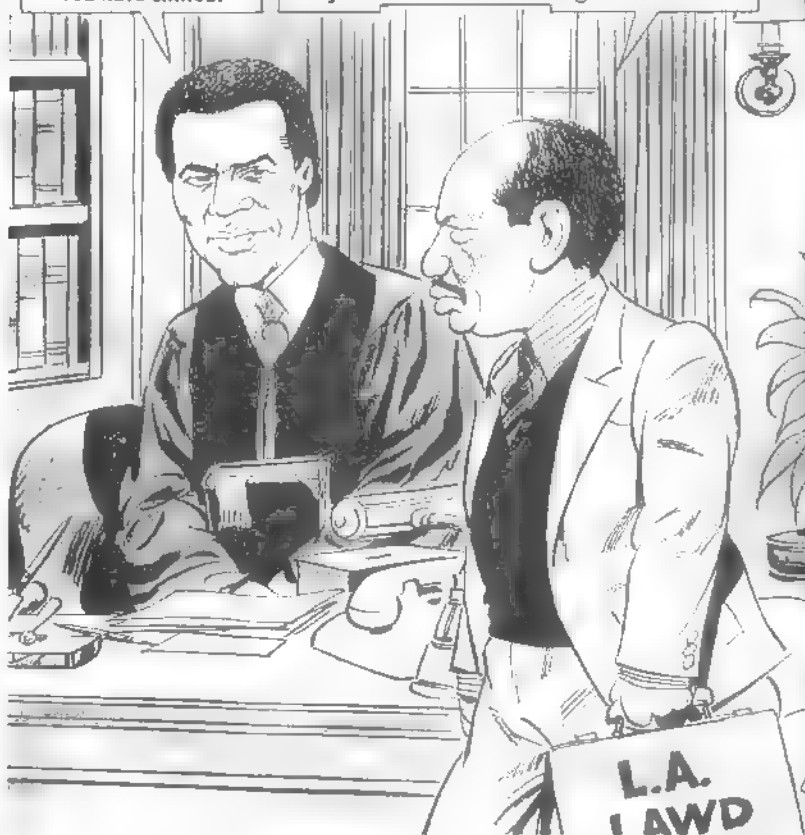


Deacon, in recent
weeks you have gotten
drunk and stolen from
the collection plate.
You have sinned!

That's
why I'm
here to
see you!

You
came
for
repentance?

No, I came to ask
you how much more
sin I can get away
with and still
get into heaven!



ARTIST: ANGELO TORRES

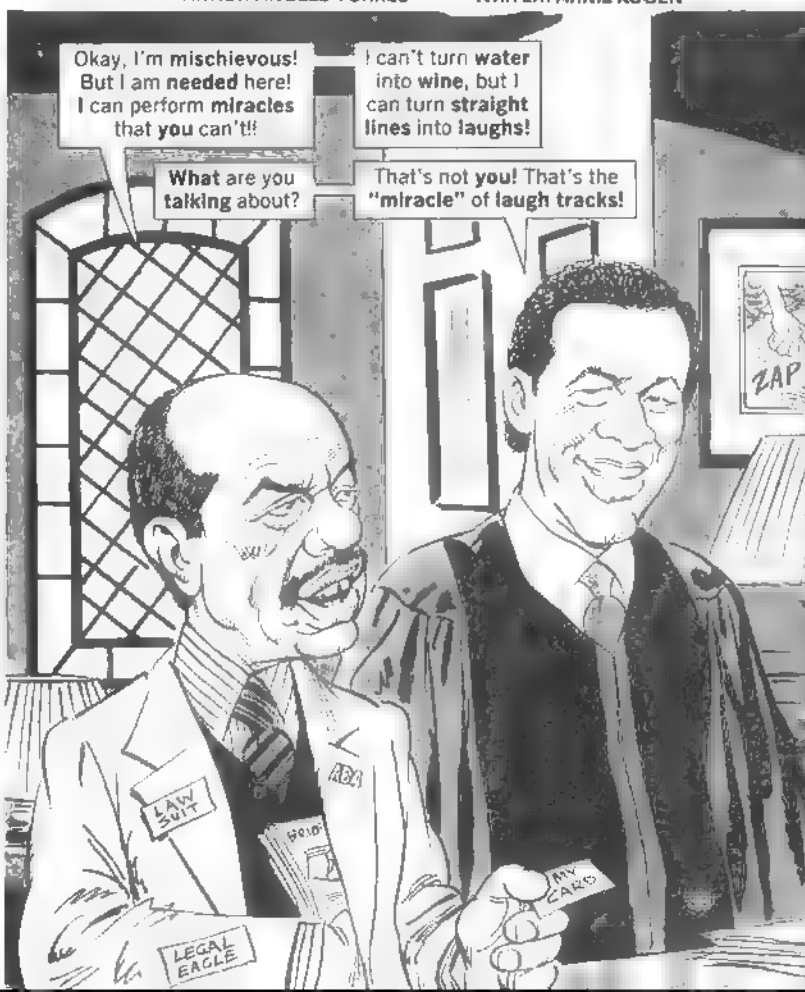
WRITER: ARNIE KOGEN

Okay, I'm mischievous!
But I am needed here!
I can perform miracles
that you can't!!

I can't turn water
into wine, but I
can turn straight
lines into laughs!

What are you
talking about?

That's not you! That's the
"miracle" of laugh tracks!



I'm ready for our Board Meeting! What's on the agenda?

The usual! We're here to do the Lord's work! And that includes ALL of us, Deacon! Sometimes you try to duck responsibility!

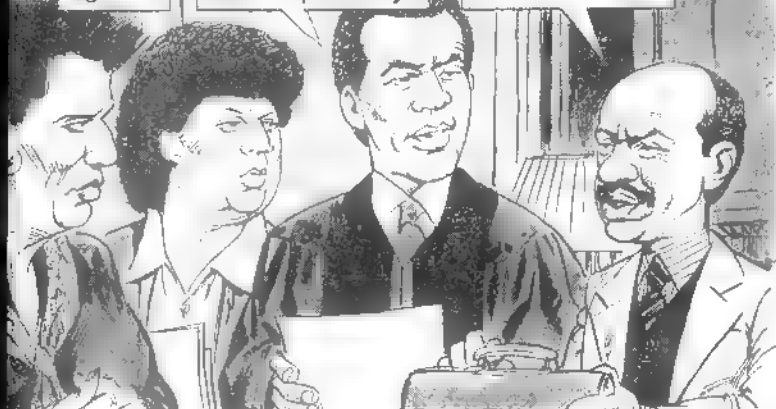
Me? Never! It's just that coming from the business community like I do, I can't do the Lord's work without a purchase order!

Once again, our church is in dire financial trouble! We need ideas to bring money into the Parish!

I got it! Let's put on a fund raiser that features a belly dancer!

Deacon, I don't think a naked girl covered with veils is in the religious spirit!

How about a babe covered with angel wings and harps?



Fellow Board Members, a riddle! What does the sex life of the two Hitabrick sisters have in common with an atheist?

Deacon, this is really not the place!

They both haven't got a prayer! AHA! HA! HA!

Lawdy! Lawdy! The man is certifiable!

What a church! The insults are coming faster than the Hallelujahs!

Rollo, you've been in this church forever. What do you think of Deacon Fright?

I'll level with you! I've seen Demons easier to deal with!

Brethren, please! Let's move on! Let us not forget the poor! Let us not forget the needy! Most of all, let us not forget our old friend... the subplot!

Speaking of the subplot and the needy, I better get home to my pathetic daughter, Thalia!



Thalia, are you watching an old "I Love Lucy" rerun again? I told you not to watch that "brainy" Intellectual stuff!

Brainy? Lucy's got her toe stuck in a bathtub drain!

Compared to what goes on around here, that's brainy!

Thalia, darlin' how come you're so depressed?

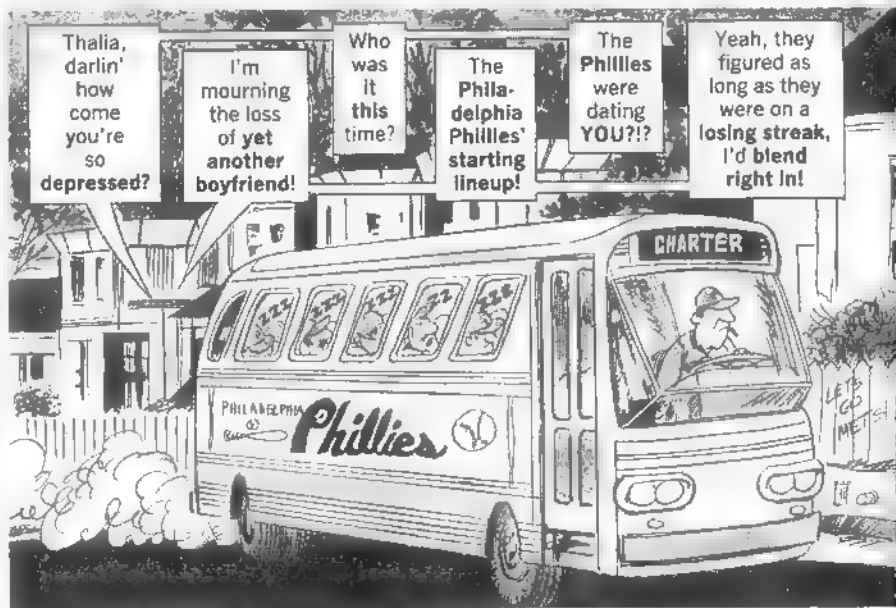
I'm mourning the loss of yet another boyfriend!

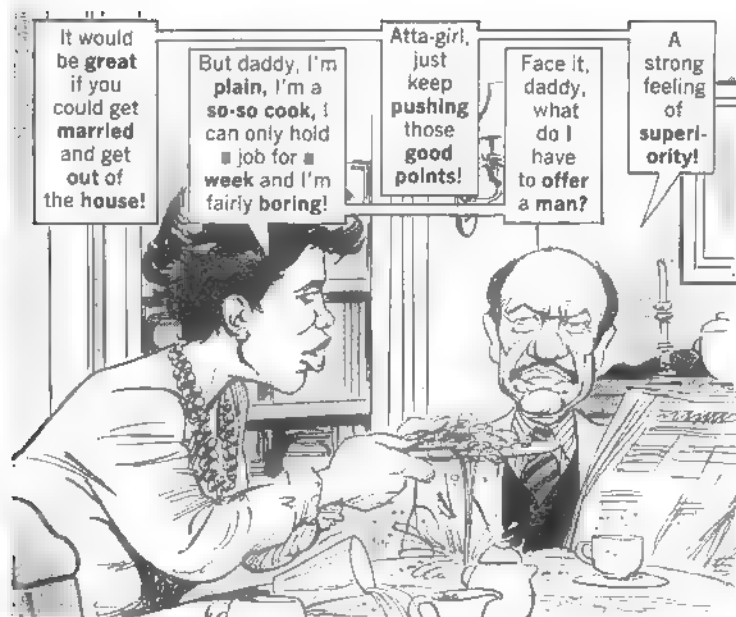
Who was it this time?

The Philadelphia Phillies' starting lineup!

The Phillies were dating YOU?!

Yeah, they figured as long as they were on a losing streak, I'd blend right in!





It would be great if you could get married and get out of the house!

But daddy, I'm plain, I'm a so-so cook, I can only hold a job for a week and I'm fairly boring!

Atta-girl, just keep pushing those good points!

Face it, daddy, what do I have to offer a man?

A strong feeling of superiority!



Besides, there are no eligible guys around!

What about that young dude that dropped by our house last week?

Daddy, he was an escaped convict!

He was a SINGLE escaped convict!



But daddy, he robbed us! He took our TV, stereo, and some money!

Okay, so he's poor! But at least he's trying to better himself!



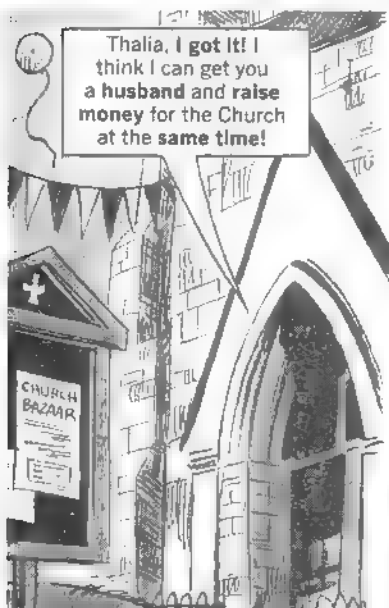
You still all cow-eyed and moony over Reverend Groggy?

Yes, I've had a crush on him since the pilot episode!

I don't approve! He's not our type!

You think he's got a "holier-than-thou" attitude?

I don't mind that! I don't like his "funnier-than-thou" attitude!



Thalia, I got it! I think I can get you a husband and raise money for the Church at the same time!



She's strong-boned and has a cute personality! How much is the bid?

Daddy, this isn't right! Auctioning your daughter at a church bazaar!

Hush, child! It's for a good cause! Besides, we just got a bid of ten thousand dollars!

But that guy's the escaped convict who ransacked our house!

Who cares! He's got ten grand! I told you he was going to better himself in the world!

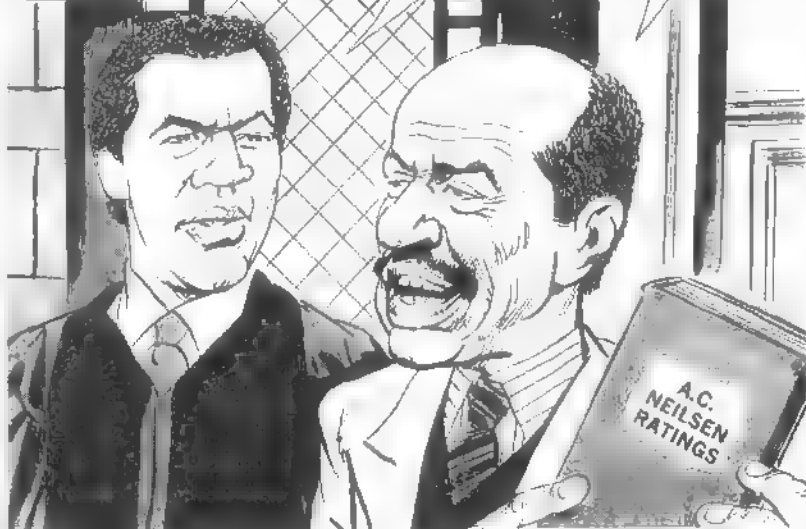
That's the last straw, Deacon! We have voted to dismiss you from the Church Board!

Hey, I was only doing my job! If you wanted subtle, "quiet" comedy, you should have hired Bill Cosby as Deacon!

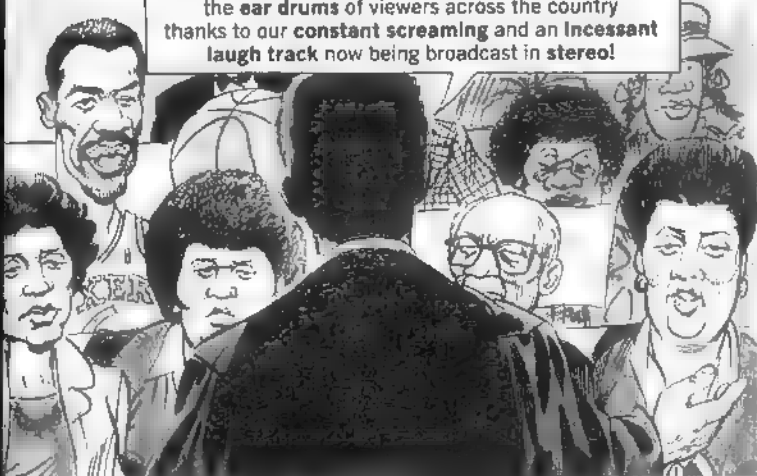
I'm not ashamed! Everything I've done here has been by the "Good Book"!

You have disgraced the Holy Bible!

Not that good book! THIS Good Book!



Brothers and Sisters, let us review what we have accomplished this week! We have not raised money for the Church! We have not gotten Thalia married! We have not portrayed a single member of our race in a favorable light! However, we have destroyed the ear drums of viewers across the country thanks to our constant screaming and an incessant laugh track now being broadcast in stereo!



Yet, Brothers and Sisters, we must count our blessings! For we have been blessed with Divine Intervention!

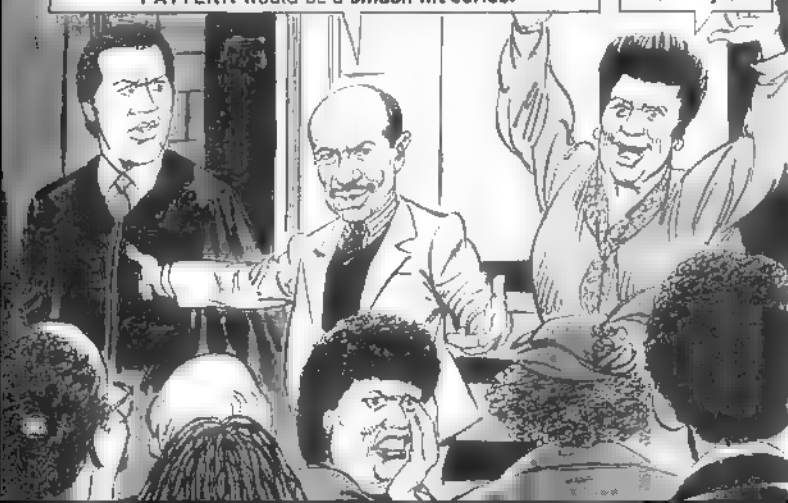
From the Lord?

No, from the NBC Programming Department!



He's right, Brothers and Sisters! They have put us on at 9:30 on Saturday nights! Right after "Golden Girls"! In that time period, even a TEST PATTERN would be a smash hit series!

Throw up your hands and shout "Hallelujah!!!"



Deacon! I dismissed you four panels ago!

I'm on my way, Rev! But let me leave you with these words: "Lead me not into temptation! I can find it myself!"



Question: Can you name one thing in this whole dumb world that some schmegeggie won't collect? Take your time. La, la, la, la... Time's up! The answer is: There isn't anything! Really! Why should we lie to you? We're not your parents! Now, for many collectors there's a publication all about their specific field of interest. But not for all—and that's where this filler article comes in. You could do worse than spending the next couple of minutes carefully reading...

THE COLLECTOR'S NEWSLETTER

FOR COLLECTORS WHO DON'T HAVE THEIR OWN NEWSLETTER

FIRST PHOTOS OF THIS YEAR'S CONVENTION!!!



The highlight of the convention was the "Pick-Nic" held on a city garbage scow. "Lots of swell stuff" was discovered. The event will become a permanent feature of future conventions.



Ike Freemush proudly shows his famous "Bakery Number Ticket Collection" to some young admirers who specialize in "Closed, Sorry We Missed You" store window signs.



Famous Movie Memorabilia dealer "Hollywood" Helen Bonner with only a small part of her movie collection. Her model of Moe Howard's overbite was the #1 hit of the convention.

EDITOR EDDIE ELGAR'S CORNER



Hey, fellow collectors, was that some convention or was that some convention! Notes From All Over Dept.: Did you hear about Phil Kravitz? He added some great oldies to his famous "Bus Transfers" collection.

Leave it to Hal Beals to come up with a winner. Hal, the dean of toilet paper roll inner tube collectors, spotted an early Charmin with the name spelled, "Charmen." It's worth plenty, says Hal. Just how much, he won't say.



Talking about "That Room" collectibles. Ben Wilson recently completed his set of "Toilet Seat Paper Bands from Holiday Inns throughout New England" with this prized one from the Concord, Mass. hostelry. Ben next plans to start on a set from Ramada Inns in late September.

Quiz: Who's got the most complete set of "Safeway Manager of the Week" posters in Southern California? If you guessed Lenny Haller, take a bow.

If you spot any old druggist prescriptions, send them to Dolph Costa. He collects 'em. Got 57,789 at last count.

Three cheers for Millie Seaman for stick-to-it-iveness. It took her twelve years but she finally completed her collection of "Paper Shower Slippers From Famous Spas and Health Clubs in the Midwest." Congrats Millie.



Harry Gault claims he has the largest collection of photos of "Skid Marks Made By Non-Radial Tires" in the world. Wouldn't be surprised, although Harry might want to check with Randy Wiggins who could give him a run for his money.

Want to see a beautiful set of postage cancellations from almost all of the towns in Iowa? A visit to Jeff Guano will do the trick.

Robby Crum's adding to his vast collection of "Bowling Score Sheets in Moline, Ill. Since 1967." He uses his home computer to cross reference, especially the Ladies League of International Harvester.

Talk about sentimentality: Ned Lewis and his lovely wife Adele have been saving old desk calendar appointment pages for thirty three years. But only the Thursday pages. Seems they met on that day in 1951.

Well, that about wraps it up for now. Until we meet again, this is Ed Elgar, your editor saying, "Keep Calm, Keep Cool and above all - Keep Collecting!"

ASK ANGIE



Dear Angie: The other day my mother threw out my cherished collection of Topps Baseball Cards. I had every card in every year since 1952. What should I do? Xavier B.

Dear Xavier B. Kill your mother.

Dear Angie: Listen. My son Richie is a collector—if you get what I mean. Well, about a year ago, I went into his room and he wasn't there, so I didn't do nothing. But after a few months, when he didn't show up, his mother noticed he wasn't there, if you get what I mean. What I want to know, could Richie have run away from home or might he be lying under all the filthy junk his room is swimming in and be sick and need me? I mean, should I take another look inside the room or not? Huh? Aldo DeG.

Hey Aldo! Stay out of Richie's room, whadda ya say? I mean he's a collector and needs his privacy. And if he's in there, he don't want you sticking your nose where it don't belong. If he's hurt, that's his tough curlies. Nobody likes a doting parent, Aldo.

Dear Angie, I am desperate. My husband throws away every penny he earns on old Popsicle sticks and bags, cigarette wrappers and crushed pre-1955 autos. Our kids are starving and I'm about to enter a life of prostitution to support us. Is there anything I can do to make him see the foolishness of his ways? Doris L.

Dear Doris L. First, don't put the rap on collecting, okay? Second, what do you look like and where you going to be, say next Thursday at about 10 P.M.? And finally, yeah, there's an organization that can help your husband. It's called Collect-a-non. It has helped a lot of guys like your husband break the compulsive collecting habit and set them on the path to normalcy. They wind up as pretty dull guys, but they stop collecting. If that's what you'd rather have, who am I to say you're wrong? It takes all kinds.

NOTE: If you have a problem and would like some help, just Ask Angie c/o The Collectors Newsletter.

COLLECTOR'S MART

"If you don't find it here, you don't really want it."

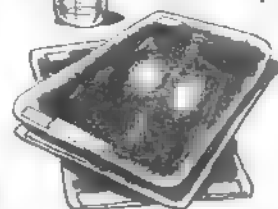


Doctor Danny Gerald Sez:

"I got just what the collector doctor ordered!"

URINE SPECIMEN BOTTLES!

1920 to present... \$9.75 and up. Many at prices lower than those listed in Official Urine Specimen Bottle Price Guide!



BREAST X-RAYS!

Ages: 18 - 29....\$35
30 - 39....\$25
40 - 49....\$20
Over 50: Make me an offer

GALL STONES! KIDNEY STONES!



Each perfect. Each in its own jar. Each labeled. Maybe it's someone you know!
Gall/Kidney Stones..... \$7.50 ea.
Grab-bag of stones..... \$65.75
(Approx: 25 stones, assorted sizes)

ELECTRO-CARDIOGRAPH READOUTS



Normal heart beat....\$2.50
Arythmic heart beat. \$4.50
Cardiac arrest beat ... \$7.75

Call "Doctor" Danny today with your wants. My service will get your message to me.

THE COLLECTOR'S OUTLET

Our Motto: "We Never Sell Crap"

Complete Collection Of Dry Cleaning Instruction Tags

Wool: cotton; silk; rayon; wool/polyester; cotton/poly; silk/poly; Jackets! Dresses! Slacks! All tags guaranteed to be original - no reproductions. \$1.50 and up. A steal!

Photos Of H & R Block Accountants

Some autographed, some B/W, most color. All suitable for framing. Mint condition. \$75 per set.

Shoemaker's Tickets From All Over

Full heels/full soles/ 1/2 heels/ 1/2 soles/ taps/ tips/ dying etc. Special starter set offer!! 1 of each kind (13 in all) \$750. Makes great Christmas, Birthday or Graduation gift.

Take-out Menus From Chinese Restaurants

All from Tacoma, Washington. Mostly dinner menus, some luncheon, some Businessman's Specials. Cantonese, Szechuan, Mandarin. Some printed, most Xeroxed. Send for price list.

Return Date Cards From Jackets Of Library Books

From NY Public Library, Boston, Phila, Detroit and many more. Which city's return date card are you looking for? Send list of "wants". ■ we don't have it, we can arrange to get ■ for you.

SPECIAL Complete blocks of Publishers Clearing House Stamps from 1975 to Present. \$9.75 per set.



SOL THE SPORTSMAN

EVERYTHING FOR THE SPORTS COLLECTOR AND MORE, BELIEVE ME, INCORPORATED

WOW! WOW! WOW!

Look what Sol has for you! Resin Bags signed by Groundskeepers in all the Major League Ball Parks. How much? Make me an offer I can't refuse. (Anything under \$25, I can refuse).

LOOK! LOOK! LOOK!

These have nothing to do with Sports, but they're collector's items anyway. How would you like a complete set of Mid East Cease Fire Agreements? I got 'em. 1,568 in all. Copies in Arabic and Hebrew, some with Henry Kissinger's signature—whoever he is.

HEY! HEY! HEY!

Autographed Photos of Pro Wrestling Managers and Referees. Freddie Blassie, Capt. Lou Albano and all your favorite Managers are here. Johnny "Red Shoes" Dugan leads the list of name Referees. Complete set of Managers: \$45. Referees: \$35.

AM I KIDDING? NO SIREE!!!

Wait till you hear what Sol's got for you. Unedited tapes of interviews with your favorite Roller Derby Stars. See and hear the tough guys challenging each other. Each tape runs two hours (\$35) or order The Best of Roller Derby Interviews (\$45).

LEGENDARY PIZ

Pythagoras Slices a Circle into Pi ...

3.14159265 = PIZZA!
YUMMY!

Ponce De Leon searching for the Pizza of Youth ...

TOO
DOUGHY,
NEEDS
AGING!

King Arthur and the Knights of the Round Pizza ...

WAIT
FOR HIS
MAJESTY,
IDIOT!

William Tell splits a Pizza ...

IT WOULD
HAVE TO BE
A PIE WITH
EVERYTHING!

PIZZA EVENTS through history

Sir Isaac Newton ponders the
Twelfth Centrifugal Pizza Law...

Hmm, THE *SUM* OF THE *HOLE*
IS EQUAL TO... NO, THAT
WOULD BE A *BAGEL*!
Hmm, A *WAD* IN *MOTION*
TENDS...



ARTIST AND WRITER: PAUL PIZZA PORGES

Excalibur and the Stale Pizza...

MAMMA MIA!
ANYBODY WHO CAN
REMOVE THIS *SWORD*
DESERVES TO BE
KING!



Custer's First Stand...

TWO REGULAR,
ONE WITH
BUFFALO!



I HOPE WE HAVE A
CLOSE ENCOUNTER OF
THE *CHEESE* KIND!



This article can be read by the poor...by the rich! It can be read on a train...in a limo! Yes, you can even read this article aboard the Concorde! It's about copywriters who make the most mundane thing seem like an earth shattering experience! Just like this intro!! Here is

FEATU AD

**Now There's A Portable Ignition System Small
Enough To Be Carried In Your Pocket Or Purse!**

THE DIAMOND COMPANY'S... BOOK OF MATCHES*

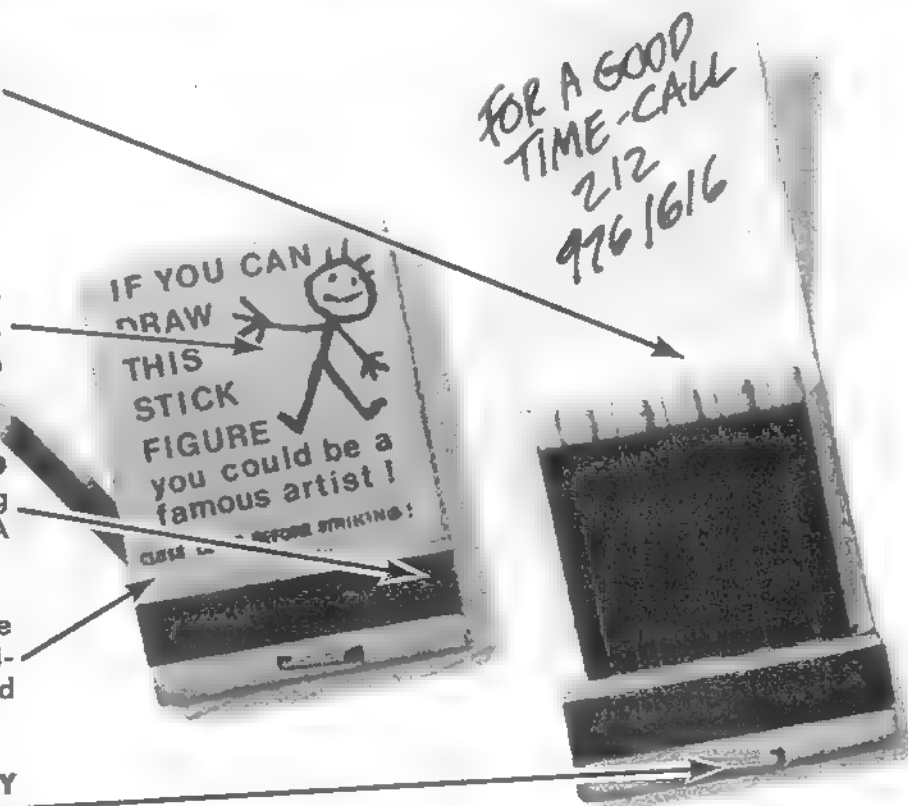
**CHEMICALLY FORMU-
LATED TIP** makes ignition
take place precisely at the
moment YOU want with a
flick against the new quick-
lite strip!

HEAVY DUTY PAPER very
much like that used to print
stock, bond and gold certifi-
cates binds each match into
the handsome carrier!

BUILT-IN IGNITION PAD
creates combustion, using
the same technique NASA
utilizes to launch rockets!

WARNING SIGN like those
posted at prestigious mili-
tary installations, is included
for additional safety!

RUGGED ASSEMBLY
comes with a tough metal—
not a cheap plastic—staple
to hold the entire system to-
gether!



**NO FUEL! NO WIRES! NO BATTERIES!
COMPLETELY PORTABLE & SELF-CONTAINED!**

**Use It To Warm 200-Year-Old Cognac! To Light Up That \$100
Cigar! Even To Light A Fire To Cook Life-Saving Meals On!**

AVAILABLE WHEREVER CIGARETTES ARE SOLD

***Enlarged slightly to show details**

WIRE-BY-FEATURE VERTISING

ARTIST: BOB CLARKE

WRITER: DICK DEBARTOLO

HERE
IT IS!

THE ACME CALENDAR

WRITE IN A DATE WITH MADONNA OR SPRINGSTEEN! WRITE IN A TRIP TO EUROPE!
WRITE IN A DATE FOR AN EXPENSIVE DINNER!

1988 · J A N U A R Y 1988

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 <i>call the doctor</i>
3 <i>call Nedra about date</i>	4 <i>call Judy about date</i>	5 <i>call Nancy about date</i>	6 <i>call Frances about date</i>	7 <i>call Frances about date</i>	8 <i>call Frances about date</i>	9
10	11	12 <i>Thank in</i>	13	14	15 <i>call Frances</i>	16 <i>call Frances</i>
17 <i>call with Dr. Debra for root canal</i>	18	19	20	21	22	23
24 <i>what day is it?</i>	25	26	27 <i>call anybody!</i>	28	29 <i>call everyone apologize</i>	30 <i>call everyone apologize</i>

THE CHAIRMAN OF GENERAL MOTORS couldn't run his business effectively unless he knew what day it was. Why not give yourself the very same advantage?

EVERY MONTH OF THE YEAR INCLUDED! Three for the winter, three for the spring, three for the summer and yes, even three for the fall!

DAYS OF THE WEEK are sensibly arranged in the way you've come to know by heart—Sunday, Monday, Tuesday, Wednesday, Thursday, Friday and Saturday too!

SAY GOOD-BYE ■ SILLY POEMS! Know for yourself which months have 30 days and which have 31. All this hard work has been done for you!

NO MORE CONFUSION! Get the day, week and month right every time with consecutively numbered dates!

FILL ■ AS MANY DATES AS YOU WANT! Be a social whirl and fill in all 365 days with something to do. Or just be a homebody and fill in one or two ■ month. This calendar lets you decide how to run your life!

IT'S HERE! THE ULTIMATE SANITARY DRINKING DEVICE... SANI-STRAW!

NOW YOU CAN SIP ANYTHING
from tap water in a plastic cup to
champagne in a glass slipper!

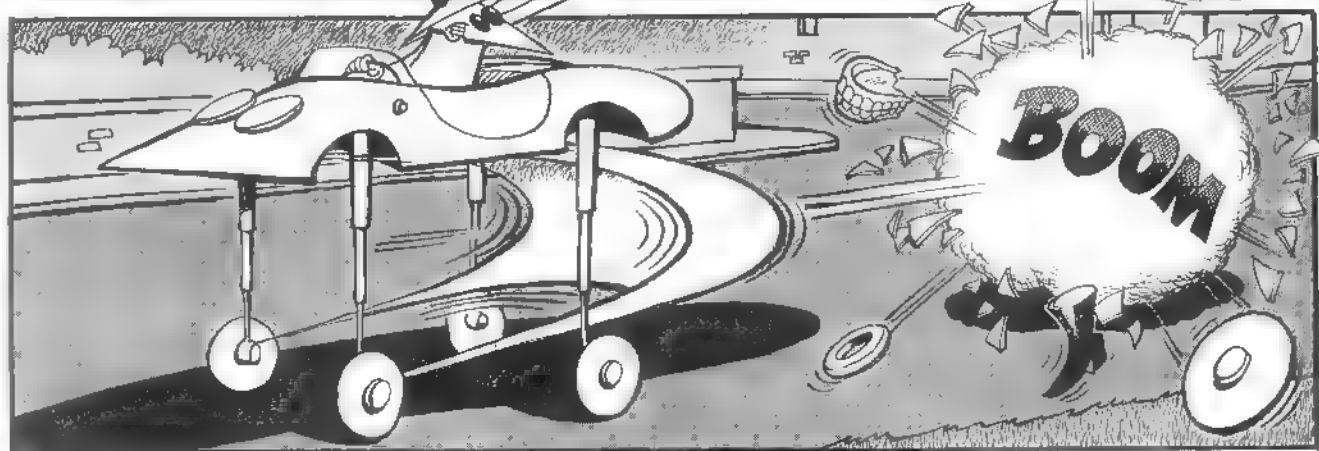
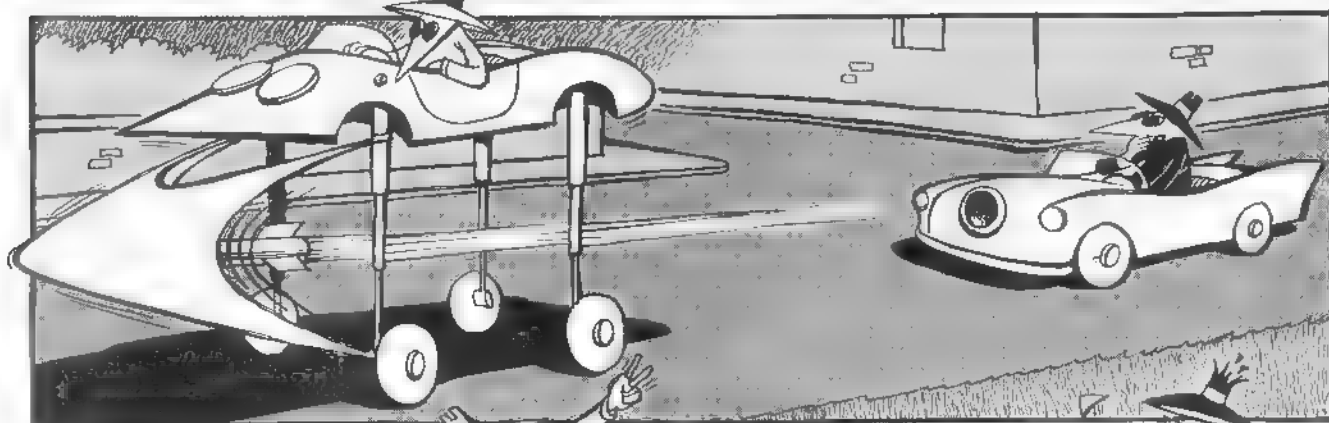
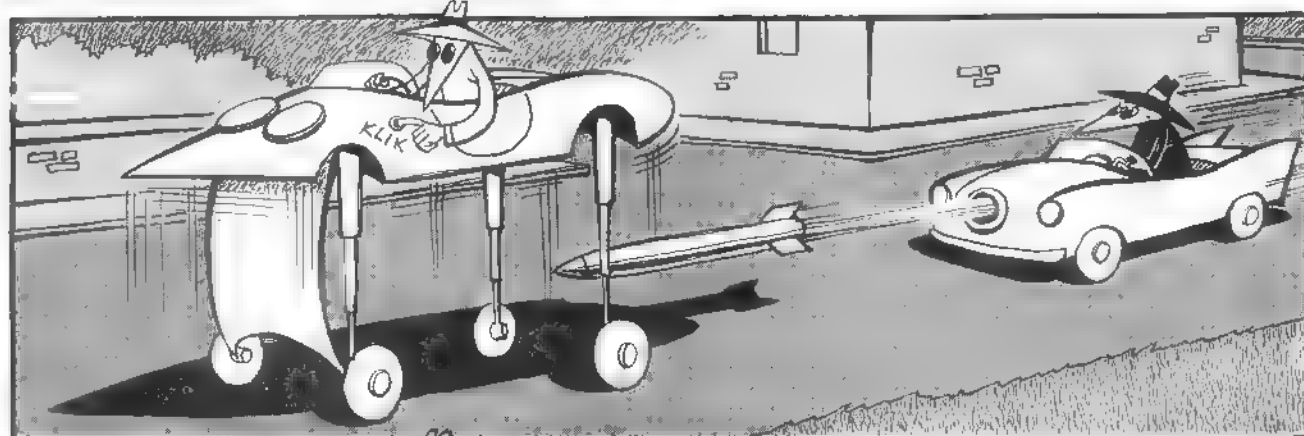
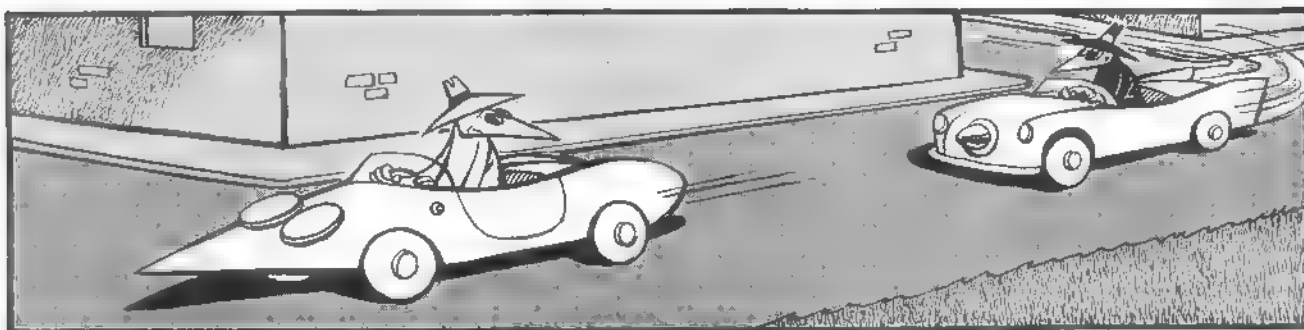
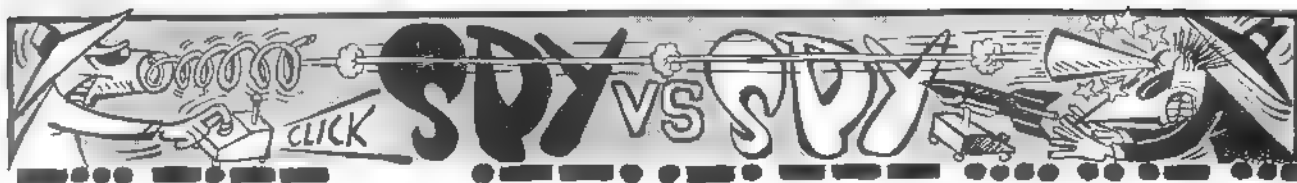
**THE PRESIDENT OF THE U.S.A.,
THE POPE AND EVEN KINGS**
of foreign countries have savored
beverages from one of these
handy devices!

SPECIAL ROUNDED EDGE will
never catch on your mouth! Whether
you have large pouty lips or pencil thin
lips, Sani-straw molds itself to your
personal contours!

LIGHTWEIGHT PLASTIC, the
very kind important switches and
buttons found on 747's and fighter
planes are often made from, is used for
strength and durability.

CUSTOMIZED CARRYING CASE
included with each purchase, every
one fitted like the finest glove.

ONE SIZE FITS ALL!



When Neil Armstrong became the first person to walk on the moon he uttered the words "That's one small step for man, one giant leap for mankind," and gave man dignity in space. Unfortunately, as space travel becomes more and more common, we can't expect other earthlings to do likewise. In fact, there are some people who, if given the chance, are bound to embarrass all of humanity up there. Of course, we're talking about what's going to happen when there are

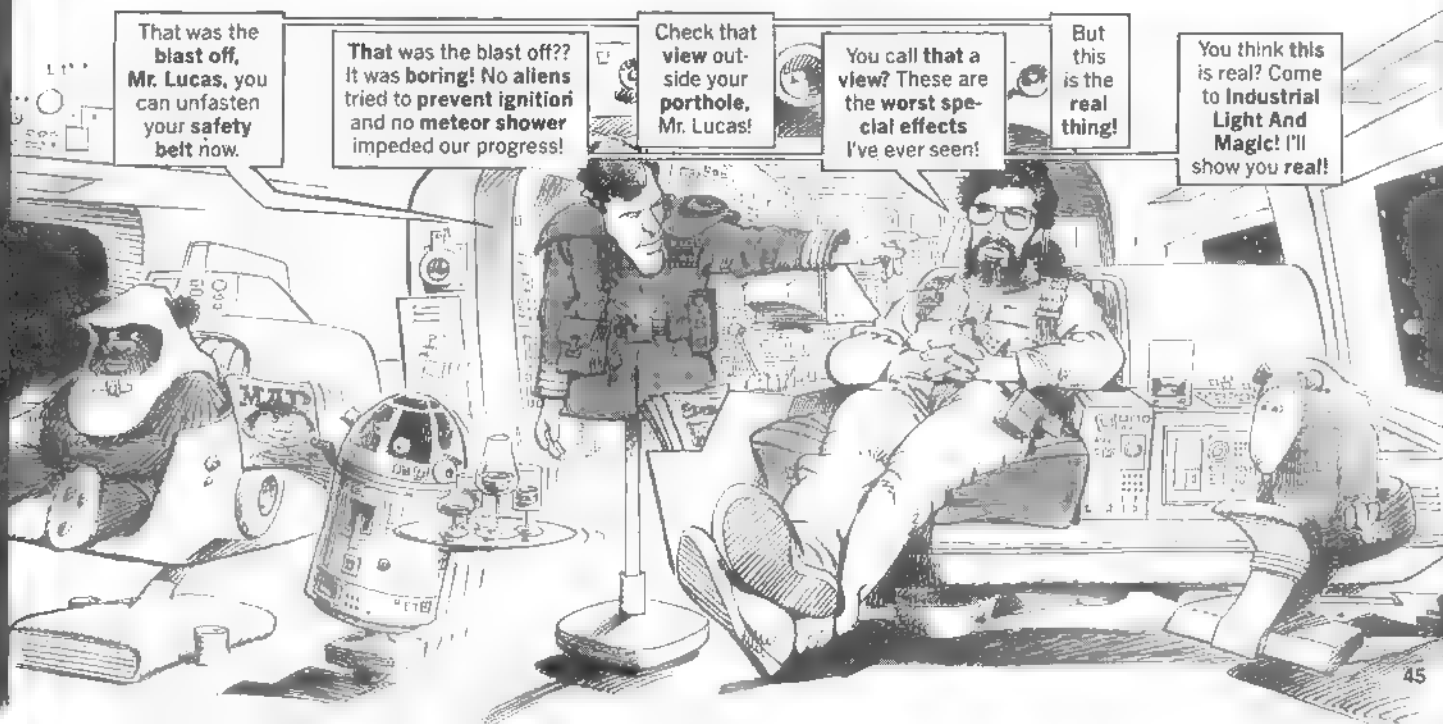
CELEBRITIES IN SPACE



GEORGE LUCAS

ARTIST: MORT DRUCKER

WRITER: FRANK JACOBS



JOAN COLLINS

How will I know when we lift off?

First you'll feel a surge of power, then a tremendous thrust bursting upward!

It'll be a new experience!

For you, maybe!

Here's your bunk!

So this is where the crew sleeps!

No, this is your special private water-bed with satin sheets and perfumed pillows!

Like I said, this is where the crew sleeps!

"WEIRD AL" YANCOVIC

"Nev-er vol-un-ter
For a week up here;
Wish I'd stayed behind;
Let me tell you—
All I know from out-er space is
Where my feet were now my face is!
Ain't no-body needs this craz-y world!

Some-one beam me down
Back to my home-town;
Should have stayed on Earth;
Let me tell you—
"Star Trek" nev-er had this trouble;
Get me out and on the double!
Ain't no-body needs this craz-y world!

All the food that they've sup-plied me
Comes in tubes that they provide me,
But the food won't stay in-side me!

There's a gag-ging in my throat here,
From those gooey globs that float here;
Ain't no-body needs this craz-y world!

"Sung to the tune of Tears For Fears'
"Everybody Wants To Rule The World"

JOAN RIVERS

You mean we've been travelling for three minutes and we've already gone 3,000 miles? I can't get from my house to my beautician in that much time! Why the hell does the government waste tax money on this instead of important things like fixing my street! Can we talk?

Ladies and gentlemen,
we will soon be entering weightlessness.

So we're about to become weightless! Great! Christina Onassis should only weigh a ton in weightlessness! She wanted to go for a walk in space, but there wasn't enough room! Hey, I forgot to ask Ron and Nancy...do we get frequent flyer bonus miles for this trip? Grow Up!

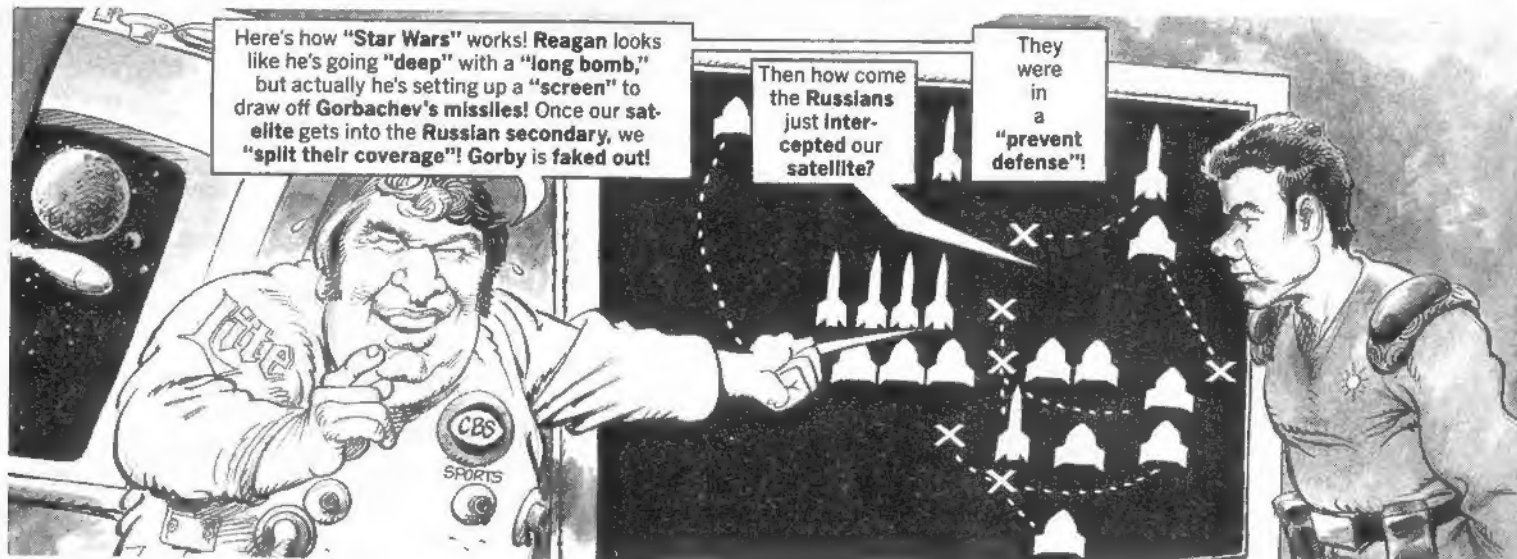
DAVID LETTERMAN



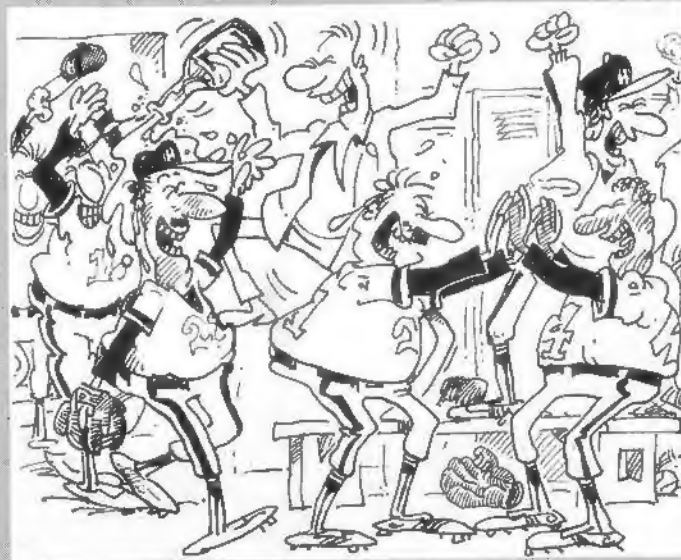
DR. RUTH WESTHEIMER



JOHN MADDEN



MAD BASEBALL WORLD CHAMPS!



OPENING DAY—THE FOLLOWING SEASON...



ARAGONES 87

**HOW IS THE
ADMINISTRATION
ENCOURAGING
NEW HOUSING
DESIGNS?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Government policies affect housing.
To find out how this administration
is influencing housing design, fold
page in as shown in diagram on right.



FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



**THE ADMINISTRATION IS UNAFFECTED BY
NEGATIVE CRITICISM ON HOW IT GOES ABOUT SELECTING
THE HOUSING DESIGNS IT FAVORS. IT SUPPORTS TIMELESS
WELL PROVEN IDEAS FROM THE PAST.**

A▶

◀B

MAD

MONOPOLY

CARDS FOR THE 1980'S

Chance WIN A FREE TRIP FROM
A TIME-SHARING RESORT



PAY \$500

Community Chest



THE BANK
MACHINE
SWALLOWS
YOUR CASH CARD
LOSE NEXT TURN

Community Chest

YOU HAVE WON A
BEAUTY CONTEST
SELL YOUR NUDE PHOTOS
TO AN ADULT MAGAZINE



COLLECT \$50,000

Chance

BUY
LOTTERY
TICKETS



LOSE \$5

Chance

Get Turned Down
At the Door of
**THE HARD
ROCK CAFE**



Go Back Three Spaces

Community Chest

Place a Personal Ad.
Go on two Dates.
Change your Phone
Number.



PAY \$95

Community Chest

GET CAUGHT READING
A COPY OF
PENTHOUSE MAGAZINE
IN NORTH CAROLINA



GO TO JAIL Go Directly to Jail

Chance

ADVANCE TOKEN
TO BROADWALK

PLAY SLOT MACHINES
AT THE GOLDEN NUGGET



LOSE \$300